

Transamerica TranSaver Video

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FADE IN:

The bank's logo fills the screen for a few seconds, then:

FADE TO:

INT. FAMILY DINING AREA - NIGHT (VIGNETTE #1)

A middle-aged HUSBAND and WIFE are discussing their finances at the dining table. Bills, financial statements, scratch pads, and pens and pencils are spread out in front of them. As we open, the wife finishes tallying some figures with her pocket calculator, as her husband looks on.

HUSBAND

Looks like another pretty good year.

WIFE

So what are we going to do with the cash?

HUSBAND

(shrugs)

We could buy some more CDs. . .

WIFE

Not again.

HUSBAND

What'd you have in mind, pork bellies?

WIFE

Something a whole lot safer.

She picks up a brochure from the table, hands it to him.

WIFE

Have you seen this? It came with our bank statement.

As he peruses the brochure, we can see the cover, with TranSaver logo.

HUSBAND

Hmmmm . . .

(reading)

“ . . . a flexible-premium Universal Life insurance policy . . . ”

(turning page)

“ . . . with cash value accumulation that earns interest The interest earned is tax-deferred until distribution under current Federal income tax law. . . ”

(looking up)

What's that mean in plain English?

WIFE

It means we pay no income tax unless we withdraw cash --

HUSBAND

-- Assuming we ever need the money --

WIFE

It's also income tax-free life insurance protection for the kids.

HUSBAND

You mean when we're gone, they don't pay income tax on the proceeds from the policy?

WIFE

(nods)

So they'll have more left for expenses and any estate taxes.

HUSBAND

(skeptical)

There's probably some minimum premium we have to pay that's way over our heads.

WIFE

Actually, we can start with as little as \$5000.

HUSBAND

(doing mental calculations)

That's manageable.

WIFE

And once we start paying our premiums, the money's available for the kids from day one.

HUSBAND

With any luck, we'll still be around when they have kids of their own.

WIFE

Knock on wood. And meanwhile, all that interest should really add up, since there's no income tax on it.

HUSBAND

What kind of interest rate does it pay, anyway?

WIFE

5% minimum, guaranteed.

HUSBAND

That's more than we get from some of our other investments.

WIFE

And none of them offers income tax-free life insurance.

The husband picks up the TranSaver brochure.

HUSBAND

They got that one right.

(glances at brochure, turns a few pages
paraphrases copy)

. . . for people who prefer to pass on as much of their estate as possible to their heirs income tax-free . . .

WIFE
Know anyone who doesn't?

As they share the moment, we:

FADE TO:

INT. ITALIAN RESTAURANT - NIGHT (VIGNETTE #2)

A DAUGHTER and her aging MOTHER are dining together. On the table is a birthday cake, with the number 70 inscribed on top and two slices cut out of it. The remains of those two slices are on the mother and daughter's plates. A waiter serves them coffee.

DAUGHTER
I'm so happy we could be together on your special birthday, Mom!

MOTHER
(sighs)
The only one missing is your father.

DAUGHTER
I can't get used to him being gone either. At least Dad was able to provide for you in your golden years.

MOTHER
And now I want to help provide for you after I'm gone.

DAUGHTER
(taking mother's hand)
Oh Mom!

MOTHER
We've got to think about these things, dear. In a few months, when I'm 70½, I have to start taking money out of my IRA account.

DAUGHTER
And the government gets a nice percentage of that.

MOTHER

There'll be plenty left after I pay my income tax. Your father put a lot of money into that account for you.

DAUGHTER

The trouble is, someday I have to pay income tax too.

MOTHER

(a rude awakening)

-- I didn't know that. There's got to be a better way!

DAUGHTER

Maybe there is. I was over at the bank the other day, and I found out about this new universal life insurance policy called TranSaver.

MOTHER

I've never heard of this TranSaver. How do I know it's safe and secure?

DAUGHTER

Because it's issued by Transamerica Life Insurance Company.

MOTHER

I'd feel much better if the FDIC was behind this, like they are with my savings account.

DAUGHTER

Why? Do they cover your home?

MOTHER

-- No . . .

DAUGHTER

Do they cover your car?

MOTHER

I see what you mean.

DAUGHTER

It's private insurance policies that protect your most valuable possessions, not government agencies.

MOTHER

Private or public, who's going to sell me a life insurance policy at the age of 70?

DAUGHTER

I think Transamerica Life will.

MOTHER

Don't I have to take a medical exam?

DAUGHTER

No medical exam or blood tests. You just fill out their short form application and agree to an MIB check.

MOTHER

MIB?

DAUGHTER

Medical Information Bureau. It's like a credit check, except they look at your medical records.

MOTHER

By the time they get through with that, I'll probably be 75. You know how long those things take.

DAUGHTER

You're absolutely right, Mom. It might take them as long as a week.

MOTHER

Is that all?

DAUGHTER

(nods)

Sound like a better way to you?

MOTHER

(wistful smile)

I think your father would approve.

On a luminous shot of the mother, the daughter, and the birthday cake, we:

FADE TO:

INT. BANK OFFICE - DAY (VIGNETTE #3)

The office of a bank's BRANCH MANAGER. He's seated at his desk, with an open LAPTOP computer nearby. His CLIENT is seated opposite him. The manager does a quick last-minute proofreading of his client's loan application, then signs it.

MANAGER

All my clients' loan applications should be as straightforward as yours. No debts, nobody at home anymore. A strong balance sheet.

He passes the forms across the desk to his client.

MANAGER

(pointing)

Just sign right here -- and initial here.

CLIENT

Thanks a lot.

(reviewing application)

This'll really kick my business into overdrive.

MANAGER

Not to mention that nice tax writeoff on the interest.

CLIENT

Hey, who says you can't avoid death and taxes?

MANAGER

At least you can keep them from happening at the same time.

CLIENT

(puzzled, looking up from application)

Excuse me?

MANAGER

You may not realize this, but with your current mix of investments, you'll be leaving three beneficiaries -- your family, that research hospital you've designated, and the IRS.

CLIENT

My family you know. The hospital's a very good cause. That third beneficiary I could live without.

MANAGER

Then you should look into a TranSaver Universal Life insurance policy.

The manager turns the screen of his notebook computer toward his client -- showing him a POWERPOINT GRAPHIC that says: **Modified Endowment Contract**.

MANAGER

It's offered as a Modified Endowment Contract, or MEC.

(on client's puzzled look)

In other words, a Universal Life insurance policy where your interest accumulates tax-deferred, until the cash is withdrawn or the policy is surrendered.

CLIENT

Who wants to pay taxes when they can defer them?

MANAGER

Naturally. It makes a huge difference in the amount of wealth you can accumulate -- and leave to your worthy beneficiaries.

After a few keystrokes on his laptop, the manager reviews with his client a POWERPOINT GRAPH illustrating a tax deferred investment vs. a comparable taxable one at the same interest rate.

MANAGER

Here's a comparison. You can start with as little as \$5,000 and go up to \$100,000 in premiums. Assuming you invest \$50,000 a year for twenty years, here's what you'll have left after taxes. Now look what happens when the interest accumulates tax-deferred -- even at 5 percent, which is TranSaver's guaranteed minimum interest rate.

CLIENT

That's one heck of a difference.

MANAGER

And when you pass on, your beneficiaries receive the full death benefit, tax-free.

CLIENT

Tax-deferred interest and tax-free death benefits. That's pretty tough to beat. But don't I have to tie up my funds for an awfully long time?

MANAGER

From what I've seen of your finances, you won't be needing the cash any time soon.

CLIENT

Not the way things are going. Of course, you never know what life has in store.

MANAGER

Exactly. And a TranSaver Universal Life insurance policy is designed to deal with such contingencies.

A few more keystrokes, and the manager brings up another POWERPOINT GRAPHIC on his laptop screen for his client. It lists the following items:

- **10 Day Free Look**
- **Declining Scale of Surrender Charges**
- **10%/year Free Withdrawal without Surrender Charges**
Ends in 14 Years
- **Loans Available**
2% Net Interest Charge

MANAGER

You get a 10-day free look. The surrender charges decrease annually, until they reach zero after 14 years. You can withdraw up to 10 percent of the cash value per year with no company-imposed penalty. For short-term emergencies, loans are available at a net interest rate of 2 percent.

CLIENT

I guess if I make any withdrawals or surrenders, those would be taxable, just like any other income.

A few keystrokes on the laptop, and the manager shows his client another POWERPOINT GRAPHIC that says: **Tax Penalties Apply Under 59½ Years**

MANAGER

That's correct. And the federal 10% tax penalty applies to those transactions if you make them before you're 59½.

CLIENT

Just like an IRA.

MANAGER

Yes, but unlike an IRA, your death benefit passes income tax-free to your beneficiaries.

He pauses a moment to let all this sink in, then sums up for his client.

MANAGER

Think of it like this. A TranSaver Universal Life insurance policy lets you build extra cash in case you need it, with income tax deferred. At the same time, it gives your beneficiaries the protection of income tax-free life insurance.

CLIENT

Tax-deferred protection for me -- tax-free protection for my beneficiaries.

(smiles)

That's about as close as you get to beating death and taxes.

They exchange smiles. The client resumes reading his loan application, as we:

FADE TO:

The Transamerica logo shares the screen with the bank logo for a few seconds, then we go to a final:

FADE OUT.