

SERFF Tracking Number: AEGJ-126758081 State: Arkansas
Filing Company: Transamerica Life Insurance Company State Tracking Number: 46491
Company Tracking Number: ADV TLC ETG 0510
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: TCO TC
Project Name/Number: Emplr Tax Guide/ADV TLC ETG 0510

Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: TCO TC SERFF Tr Num: AEGJ-126758081 State: Arkansas
TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed State Tr Num: 46491
Sub-TOI: LTC03I.001 Qualified Co Tr Num: ADV TLC ETG 0510 State Status: Closed
Filing Type: Advertisement Reviewer(s): Marie Bennett, Harris Shearer
Authors: Julie Maclin, Joan Shumaker, Patsy Holt Disposition Date: 08/18/2010
Date Submitted: 08/13/2010 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Emplr Tax Guide
Project Number: ADV TLC ETG 0510
Requested Filing Mode: Review & Approval

Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 08/18/2010

Deemer Date:
Submitted By: Joan Shumaker
Filing Description:

Please see Filing Letter on the Supporting Documentation tab.

Status of Filing in Domicile: Not Filed
Date Approved in Domicile:
Domicile Status Comments: Advertising not required to be filed in Domicile.
Market Type: Individual
Group Market Size:
Group Market Type:
Explanation for Other Group Market Type:
State Status Changed: 08/18/2010
Created By: Joan Shumaker
Corresponding Filing Tracking Number:

Company and Contact

Filing Contact Information

Joan Shumaker, Advertising Manager jeshumaker@aegonusa.com
P.O. Box 93007 817-285-3363 [Phone]
Hurst, TX 76053-3007 817-285-3394 [FAX]

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Filing Company Information

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
P O Box 93005	Group Code: 468	Company Type:
Hurst, TX 76053-3005	Group Name:	State ID Number:
(800) 553-7600 ext. [Phone]	FEIN Number: 39-0989781	

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: 1 Advertisement X \$50 each
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$50.00	08/13/2010	38758516

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	08/18/2010	08/18/2010

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Disposition

Disposition Date: 08/18/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>AEGJ-126758081</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Transamerica Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>46491</i>
<i>Company Tracking Number:</i>	<i>ADV TLC ETG 0510</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>TCO TC</i>		
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Filing Letter		Yes
Form	Invitation to Inquire		Yes

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Form Schedule

Lead Form Number: TLC ETG 0510

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	TLC ETG 0510	Advertising Invitation to Inquire	Initial		0.000	TLC ETG 0510 filing.pdf

Adding Long Term Care insurance today could provide you, and your business, with a more secure tomorrow

Your business may be your biggest asset. You work hard and plan carefully to ensure its success now and in the future. With costs reaching over \$80,000¹ per year, long term care is expensive. An unforeseen need could potentially impact everything you have worked so hard to establish. By including Long Term Care insurance in your financial planning today, you can effectively help to ensure your financial security tomorrow.

Transamerica Life's tax-qualified individual Long Term Care insurance can help you and your business with valuable tax benefits. You will also have the added peace of mind that comes with knowing you have taken steps to help protect your future from the high costs of long term care.



¹According to the American Association for Long-Term Care Insurance, 2010 LTCi Sourcebook, the average cost of a private room in a nursing home is \$80,300 per year.

Tax Information on Individual Long Term Care insurance

FACTS FOR YOU AND YOUR BUSINESS

This document is for informational purposes only. Changes in the law may affect the information, including any examples given. This information should not take the place of professional tax advice. Neither Transamerica Life Insurance Company nor any of its agents give legal, tax or accounting advice, and nothing presented in this document should be so construed.

Nothing in this document can substitute for professional tax advice. Customers should be encouraged to seek tax advice, and to refrain from making purchase decisions until they receive it.

Benefits, discounts and options may not be available in all states. Exclusions and Limitations apply. See insurance producer for complete details.
Policy series: TLC 1-FP 1001 or TLC 1-FP 402;
in ID: TLC 1-P (ID) 408; in LA: TLC 1-P (LA) 504;
in OK: TLC 1-FP (OK) 709.

**Long Term Care Insurance Underwritten
by Transamerica Life Insurance Company**

Home Office: Cedar Rapids, Iowa
Administrative Office: 1900 L. Don Dodson Dr, St 300
Bedford, Texas 76021-4177



**Pay for long term care insurance
by using your business**

Transamerica Life offers tax-qualified Long Term Care insurance that can help provide a more financially secure future for you, your family, and your employees.

As a business owner, you have the option to create a more comprehensive benefits package for your employees, or to just purchase coverage for yourself and your family; either of these options may provide you and your business with tax savings. Long Term Care insurance premiums can be viewed as a business expense, a portion of which may be deductible.

²Premium must be paid on their behalf by Partnership or S-Corporation prior to making the deduction.

³An S-Corporation may deduct premiums paid for a tax-qualified Long Term Care insurance policy for an employee that is a 2% shareholder or less as a reasonable and necessary business expense (IRC Sec. 162), if the S-Corporation retains no beneficiary interest in the policy.

⁴Eligible Premium Limits for Couples only applies to couples of the same age in 2010.

⁵Source: IRS Revenue Procedure, 2009-50

The way it works
for S-Corporations, Partnerships
and Sole Proprietors

A portion of Long Term Care insurance premiums may be deductible. Eligibility is based on age. The chart below illustrates the eligible tax deductions for:

- Self Employed Individuals & Sole Proprietors
- Partners of Partnerships, Limited Partnerships, & Family Limited Partnerships¹
- Shareholders & employees of S Corporations^{2,3}

Eligible Tax Deduction Limits for 2010 ³		
Age	Eligible Premium Limits for Individuals	Eligible Premium Limits for Couples ⁴
Less than 40	\$330	\$660
41-50	\$620	\$1,240
51-60	\$1,230	\$2,460
61-70	\$3,290	\$6,580
Over 70	\$4,110	\$8,220

An Example:

James is a 51 year-old, self-employed electrician, who purchased a tax-qualified Long Term Care insurance policy with an annual premium of \$2,400. In 2010, 100% of the Eligible Premium up to the Tax Deduction Limits may be deducted as self-employed health insurance. James is therefore allowed to include \$1,230 of his tax-qualified Long Term Care insurance premium as a medical expense when calculating his medical expense deduction.

Eligible Tax Deduction Limits for 2010 ⁵	
Age 51	
Eligible tax-qualified LTCi Premium	\$1,230
Percentage of Eligible Premium	100%
Self-Employed Health Insurance Deduction	\$1,230

The way it works
for C-Corporations

When a C-Corporation purchases a tax-qualified Long Term Care insurance policy for an employee, the C-Corporation may deduct the entire premium as a reasonable and necessary business expense, as long as the C-Corporation does not have a beneficiary interest in the policy. Additionally, employer-paid tax-qualified Long Term Care insurance premiums are excludable from the employee's gross income; this exclusion can also apply to coverage provided to an employee's spouse and tax dependants, before and after death, as well as to retired former employees and to employees on layoff.

An Example:

If a C-Corporation paid \$3,000 in premiums for each of 15 employees, the C-Corporation would be eligible for a \$45,000 deduction.

Providing Transamerica's tax qualified Long Term Care insurance allows the business owner to take advantage of a valuable tax deduction while offering employees, a business' most important asset, valuable insurance protection.

If you would like more information on the tax advantages of individual long term care insurance, please contact:

Agent's Name:

Agent's Contact Info:

License Number:

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Filing Letter

Comments:

Attachment:

AR ltr.pdf



Home Office: Cedar Rapids, Iowa
Long Term Care Division
P O Box 95302
Hurst, Texas 76053-5302
800-553-7600, ext 3363
jeshumaker@aegonusa.com

August 13, 2010

Commissioner Jay Bradford
1200 West Third Street
Little Rock, AR 72201

RE: **Long Term Care Advertising**
NAIC #: 86231
FEIN #: 39-0989781
Form # / Description: TLC ETG 0510 Institutional Advertisement

Dear Commissioner Bradford:

Enclosed is the referenced form submitted for your review and approval. This form is not intended to replace any previously approved form.

This form will be used when talking to employer group management regarding allowing us to offer our policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

This piece is general information about tax advantages to the employer for paying for part or all of long term care coverage for his/her employee(s). It does not discuss benefits of our policy in any way.

It is our intention to use this form in both paper and electronic form.

We trust that this form will meet with your approval. If you have any questions, please let me know.

Sincerely,

A handwritten signature in black ink that reads "Joan Shumaker". The signature is written in a cursive, flowing style.

Joan Shumaker
Advertising Manager
Transamerica Long Term Care Division