

# 2017 Summer Bonus Campaign

## Qualification Period

March 1, 2017 – June 30, 2017

Who says you can't work and have fun at the same time?  
Get ready for our annual SUMMER Bonus Campaign...  
Make up to \$1,000 extra by doing what you are good at!

Qualification Credit for the 2017 Summer Bonus Campaign is defined as new premium, minus lapsed premium for policies issued and paid-for during the qualification period. Applications for this incentive must be submitted and received between March 1, 2017 through June 30, 2017. Policies must be issued and paid-for by July 7, 2017 and remain in-force throughout the qualification period.

**NEW Business Only: No Conversions or Replacements**

Applications submitted with an effective date and draft date after the end of the contest period will not qualify.

| Qualifying Credits | Cash Reward |
|--------------------|-------------|
| 60,000+            | \$1,000     |
| 50,000+            | \$750       |
| 40,000+            | \$500       |
| 30,000+            | \$250       |

An additional \$500 each to the top Medicare Supplement, top Underage Division producer and top Annuity producer.

Producers must be in good standing with the New Era Group at the time of the Summer Bonus Campaign. The New Era Group reserves the right to withhold bonus if persistency and production levels do not meet a minimum acceptable level. The New Era Group, at its sole discretion, reserves the right to modify or change any of the qualifications or offering at any time. The decision of the New Era Group on an interpretation of these rules shall be conclusive.

## 100% Credit

- ✓ Individual Critical Illness
- ✓ Individual Dental Plus
- ✓ Individual Gap
- ✓ Individual Enhanced Accident
- ✓ Health Choice & Health Choice Select
- ✓ Health Saver Plus 3
  - BONUS CREDIT: E-apps with both Health Saver & Critical Illness are a 50% BONUS
- ✓ Medicare Supplement (excluding Medicare Supplement disability, guarantee issue and conversion)
  - BONUS CREDIT: Underwritten E-apps receive 25% BONUS
  - BONUS CREDIT: Husband & wife (underwritten) receive 50% BONUS
  - BONUS CREDIT: Underwritten Medicare Supplement & Life receive 50% BONUS
- ✓ Medicare Advantage Gap

## 80% Credit

- ✓ Cancer Max & other Accident and Health

## 6% Credit

- ✓ Single Premium Annuity – New Money
- ✓ 50% credit for Internal Exchange

