

# Promotion Guidelines

Contract Level & A Lead Cost		Annualized Premium	Minimum Promotable Premium & Unique Writer Minimum	Time Frame
<b>60</b>	MP \$28.00 FE \$24.00	New Agent	—	—
<b>65</b>	MP \$30.00 FE \$24.50	\$7,500	\$4,875 —	2 consecutive months
<b>70</b>	MP \$32.00 FE \$25.50	\$10,000	\$6,500 —	2 consecutive months
<b>75</b>	MP \$33.00 FE \$26.50	\$15,000	\$9,750 —	2 consecutive months
<b>80</b>	MP \$35.50 FE \$27.50	\$25,000	\$16,250 —	2 consecutive months
<b>85</b>	MP \$37.50 FE \$29.00	\$50,000	\$32,500 7 Unique Writers	2 consecutive months
<b>90</b>	MP \$39.50 FE \$30.00	\$75,000	\$48,750 11 Unique Writers	2 consecutive months
<b>95</b>	MP \$42.00 FE \$33.00	\$100,000	\$65,000 15 Unique Writers	2 consecutive months
<b>100</b>	MP \$43.50 FE \$34.00	\$150,000	\$97,500 23 Unique Writers	3 consecutive months
<b>105</b>	MP \$44.00 FE \$36.00	\$225,000	\$146,250 34 Unique Writers	3 consecutive months
<b>110</b>	MP \$44.00 FE \$36.00	\$350,000	\$227,500 53 Unique Writers	3 consecutive months

Please check your commission schedules for all products with each carrier as actual commission amounts may vary. Minimum Promotable Premium is based on a 65% of APV requirement and must be met each qualifying month. A \$150 or higher Paid Premium Per Lead is required for each qualifying month. Maximum credit per sale is \$7,500. No more than 50% from one leg of downline business may count towards a promotion. The Unique Writer minimum is required for at least the final qualifying month. A 60%, 90 day, rolling net placed average is required for any promotions. Any debt to SFG or your direct upline must be cleared before a promotion will be applied.