

# BUILDING YOUR EQUIS BUSINESS

## BUILDER BONUS

|        |     |            |
|--------|-----|------------|
| 140%   | ND  | = \$50,000 |
| 137.5% | SVP | = \$35,000 |
| 135%   | SVP | = \$30,000 |
| 132.5% | SVP | = \$25,000 |
| 130%   | SVP | = \$20,000 |
| 127.5% | VP  | = \$12,500 |
| 125%   | VP  | = \$10,000 |
| 122.5% | VP  | = \$7,500  |
| 120%   | VP  | = \$5,000  |
| 115%   | RM  | = \$2,500  |
| 110%   | RM  | = \$2,000  |
| 105%   | SM  | = \$1,500  |
| 100%   | SM  | = \$1,250  |
| 95%    | SM  | = \$1,000  |
| 90%    | SM  | = \$750    |

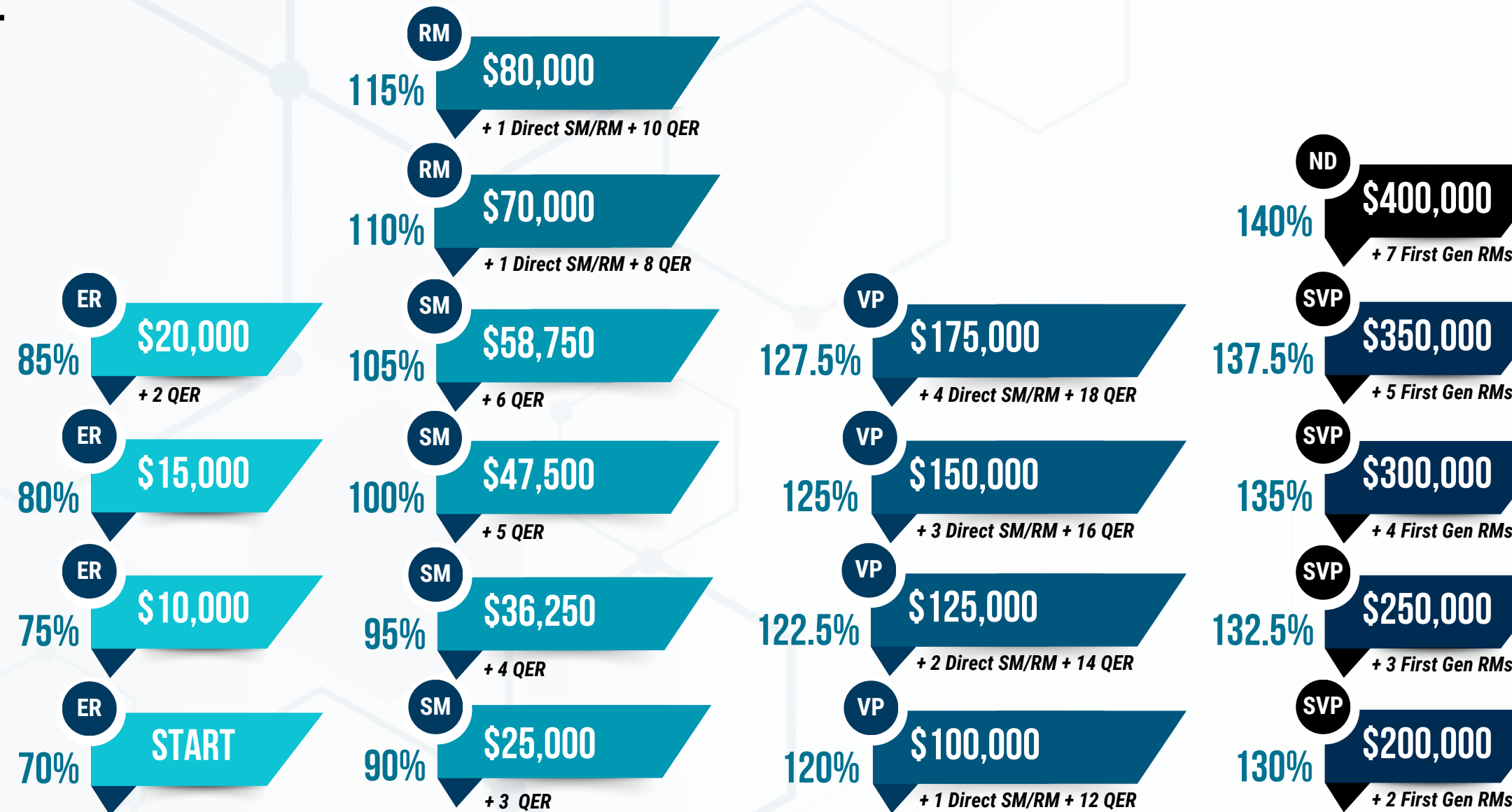
## GOLD STANDARD BONUS

\$2,500

## PRODUCER BONUS

|                     |           |
|---------------------|-----------|
| \$60,000 +          | = \$5,000 |
| \$50,000 - \$59,999 | = \$3,500 |
| \$40,000 - \$49,999 | = \$2,500 |
| \$30,000 - \$39,999 | = \$1,500 |
| \$20,000 - \$29,999 | = \$1,000 |
| \$15,000 - \$19,999 | = \$300   |
| \$10,000 - \$14,999 | = \$200   |

### BUILDER TRACK



### BONUS QUALIFICATIONS:

- To qualify for a bonus at any Regional Manager (RM) level and above, the minimum RM qualifications at the 110% level must be achieved for that current month.
  - To count any Sales Manager (SM)/RM in the SM/RM metric for the Regional Manager bonus, that SM/RM must be direct and have met the minimum qualification of their title during that current month.
  - Credit earned for each downline RM's baseshop production in an RMs hierarchy is calculated as follows: RM: 100%; 1st Generation (direct): 75%; 2nd Generation: 50%; 3rd Generation +: 25%.
  - Gold Standard Metrics: 1. \$20k bonusable premium, personal production, 2. 10+ A-Lead Campaigns in LeadCENTER, 3. 3 direct, qualified Sales Managers that are qualified that current month.
- A-Lead Campaign requirement increases at each level:**  
 110% - 10 | 115% - 11 | 120% - 12 | 122.5% - 13 | 125% - 14 | 127.5% - 15  
 130% - 20 | 132.5% - 25 | 135% - 30 | 137.5% - 35 | 140% - No requirement
- Must maintain good standing with the company to receive a monthly bonus.

### PROMOTION QUALIFICATIONS:

- Promotion Qualification Period:** All levels before the 110% level have a qualification period of 1 month. At the 110% level and above, the qualification period is 2 consecutive months.
- Manager Promotion Re-qualification Period:** To re-qualify for a Sales Manager (SM) and above level, guidelines must be met at least 2 non-consecutive months out of each 6-month period (January - June and July - December).
- Placement and Persistency:** Must maintain company-acceptable placement and persistency.
- 50% Rule:** During promotion or bonus calculations, no more than 50% of the paid production value may come from any leg in the downline.
- Qualified Equis Representative (QER):** An agent that has issued paid 3 bonusable applications. The direct manager may also be counted as a QER if these qualifications are met.
- Paid Bonusable APV:** Paid production that meets bonus guidelines; excludes unreported, controlled, and guaranteed issue business, Foresters Your Term, LSW Term, and health, pet, children's and accidental policies (subject to change).
- Maximum Credits On Each Application:** 5% up to a \$5,000 maximum credit per annuity application and up to \$5,000 maximum credit per life application.
- Must maintain good standing with the company to qualify for a promotion.

\*Promotion and bonus qualifications are subject to change at any time.

### PRODUCER TRACK

