

# INCENTIVE & RECOGNITION PROGRAM

Grab your passport, pack your bags, and get ready for a GBU Life European Vacation! While the exact location has yet to be announced, we know it will be one full of history, culture, and fun. Stay tuned for more details and the official destination announcement coming soon!

## PRODUCTION CLUB & QUALIFICATIONS



### DIAMOND PREMIER

#### AWARDS

- European vacation (upgraded experience) for you and a guest
- GBU Producer Advisory Council (PAC) member
- \$1,000 donation to a charity of your choice
- Commemorative award
- Recognition on GBU's producer website

#### HOW TO QUALIFY

- Be within the top 10 producers based on points
- Contract 12 new members
- Earn a minimum 20,000 total production points



### PLATINUM ELITE

#### AWARDS

- European vacation for you and a guest
- \$750 donation to a charity of your choice
- Commemorative award
- Recognition on GBU's producer website

#### HOW TO QUALIFY

- Rank as #11-30 based on total points
- Contract 12 new members
- Earn a minimum 20,000 total production points



### GOLD STANDARD

#### AWARDS

- \$1,500 monetary gift
- \$500 donation to a charity of your choice
- Commemorative award
- Recognition on GBU's producer website

#### HOW TO QUALIFY

- Rank as #31-50 based on total points



### PRODUCER OF THE YEAR

#### AWARDS

- European vacation for you and a guest
- \$1,500 donation to a charity of your choice
- Commemorative award
- Recognition on GBU's producer website

#### HOW TO QUALIFY

- Earn the most recognition points
- Can be an agent or general agent (personal production)



### AGENCY OF THE YEAR

#### AWARDS

- European vacation for you and a guest, plus one executive and their guest
- Gift selected exclusively for the agency
- \$1,500 donation to a charity of your choice
- Commemorative award
- Recognition on GBU's producer website

#### HOW TO QUALIFY

- Presented to the general agent whose agency has the most production points
- Points are awarded for the agency totals, including the production of the general agent
- An agency can be a solo general agent or a general agent with multiple agents



## ADDITIONAL DETAILS

### DISCLOSURE DETAILS

- Qualifying applications must be issued between **January 1, 2025–December 31, 2025**
- First-year annuity premium qualifies for this contest
- Internal transfers to a new policy will qualify for this contest
- ART does not qualify for this contest
- Previous 12-month persistency must be at least 85% to qualify for any prizes
- Splitting cases: when an issued policy has two or more agents receiving commission on said policy, the points from premium will be split using the same percentages as the commission; the primary writing agent will be credited the new member count, new member bonus points and eApp bonus points as applicable
- No points will be awarded for agent or immediate family applications submitted and issued in the last 30 days of qualification period
- Any 'free look' policy reversals will be deducted from the writing agent's final result
- Any qualified policies issued and terminated during this contest will be deducted from the writing agent's final result
- Donations to charity must be to an approved 501(c)(3) organization
- No cash substitutions

### EXPLANATION OF PRODUCTION POINTS

#### Annuity Premium

\$100 = 1 point

*Includes internal transfers into new contracts; does not include annuitization of current contracts*

#### Single Premium Life

\$100 = 12 points

#### Life Premium Paying (Annualized)

\$100 = 50 points

#### Each New Member (13 or more)

250 bonus points per new member

#### eApp Submission & Issue

250 bonus points



Γειά σου



hola



hello

ciao

bonjour

guten tag