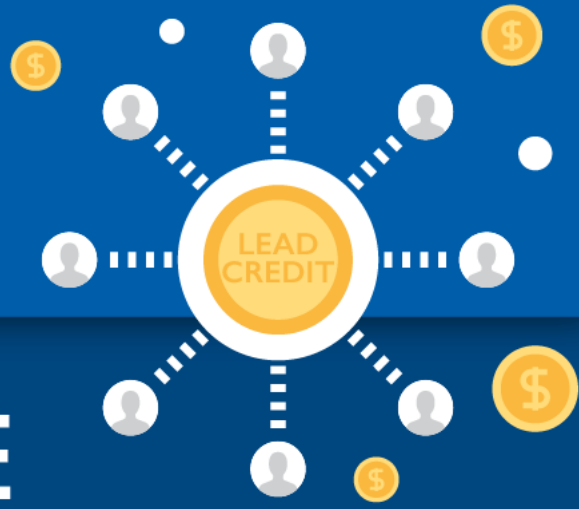




**Security National**  
*Life Insurance Company*



# FINAL EXPENSE LEAD CREDIT

***EFFECTIVE JULY 27, 2020***

## **SNL Is Improving Lead Credit for Final Expense Agents and Improving Our Lead Credit Website.**

### **WHY USE LEAD CREDIT?**

Leads are the lifeblood of many agents! If you don't have prospects to present to, it's impossible to make a sale. Lead credit is SNL's way of proving we believe in you. SNL will assist in the cost of leads to help you get in front of more prospects to make more sales.

### **WHAT IS LEAD CREDIT?**

Producers earn a 10% lead credit of their annual premium on every policy that issues with a successful first premium\*.

#### **Lead Credit Guidelines:**

- Lead credit will not expire.
- Lead credit will not chargeback.
- Producer must maintain a 1st year Persistency (P1) of 70% or greater.
- Unused lead credit is capped at \$4,000.
- Lead credit can be used to pay for up to 50% of a producer's lead bill.
- Producer must pay at least 50% of the total bill.
- Lead credit must be used with SNL's approved lead vendors.
- New producers with 0% P1 are allowed to use lead credit.
- Existing lead credit will advance into the new program July 27th.

#### **How To Use Lead Credit:**

- Producer must activate \$1,500 AP in the last 30 days.
- Contact the approved lead vendor to place your order.
- Inform the vendor if you have SNL lead credit.
- Pay your portion, then we will take care of the rest.

*\*Please allow up to 14 days for lead credit to be applied upon validation of the first premium.*

### **Questions?**

Please reach out to your SNL sales manager.

Thank you!