



New Era Life Insurance Companies

Leads and Advertisement CASH Credit Program Reminder

SPEND MORE TIME SELLING and LESS TIME PROSPECTING!

New Era Life Insurance Companies is still going strong. Our Program announced October 2014 was designed to assist our agents in the purchase of leads or the placement of advertisement to promote your Philadelphia American Life and New Era Life health insurance products.

Leads CASH Credit Based on Weekly Submitted Annualized Premium

- ◆ **\$25.00** of CASH credits for each **\$5,000 unit** of annualized premium calculated weekly.
- ◆ Minimum submitted annualized weekly premium to qualify for a lead credit is \$5,000.
- ◆ Maximum weekly lead qualifying premium is \$50,000.
- ◆ **Weekly submitted production amounts are not cumulative**, but weekly Cash total amounts are cumulative.

\$ 5,000 = \$ 25.00	\$ 30,000 = \$ 150.00
\$ 10,000 = \$ 50.00	\$ 35,000 = \$ 175.00
\$ 15,000 = \$ 75.00	\$ 40,000 = \$ 200.00
\$ 20,000 = \$100.00	\$ 45,000 = \$ 225.00
\$ 25,000 = \$125.00	\$ 50,000 = \$ 250.00

- ◆ Payments will be made every 4 weeks on the Thursday following the 4th week of production.
- ◆ The qualification period started **October 4, 2014**, with the next CASH credits deposited on Thursday, March 26, 2015. (Future deposits 04/23/2015,05/21/2015, 06/18/2015, etc.)

<u>Sample Production:</u>	<u>Week</u>	<u>Annualized Prem.</u>	<u>Cash Credit</u>
	1	\$ 12,000	\$ 50
	2	\$ 8,000	\$ 40
	3	\$ 35,000	\$ 175
	4	\$ 25,000	\$ 125
<i>4 Week Total Cash Credit.... \$390</i>			

The CASH you receive from the program is designed to assist our agents in the purchase of leads, ad space or any program that will help you in any way to advertise Philadelphia American Life and New Era Life health products to the consumer.

FOR MORE INFORMATION, CONTACT MARKETING MANAGER
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