3, 2, 1, BLAST OFF!

October 1 - December 31, 2026



Launch your best selling season yet!

You have **3** months **2** make **1** great selling season with Golden Rule Insurance Co.!

Submit at least **40 eligible UnitedHealthcare-branded product applications** or eligible third-party non-insurance products, between **October 1 and December 31, 2026** (issued by January 15, 2027), and earn bonus payouts on top of your standard commission.

Registration is required and only applications submitted with EFT payment will count toward the incentive.

See full incentive details and rules, including how to register on the next page.

Register in **eStore**

Eligible insurance products	Bonus (EFT payment only)
TriTerm Medical (TTM) Plans: Copay, Plan 80, Plan 100	$500
TriTerm Medical (TTM) Plans: Value	$400
Short Term Medical (STM): 12-month	$50
Short Term Medical (STM): 6-month	$25
Health ProtectorGuard Premier 5000[1]	$100
Health ProtectorGuard Preferred 4000[1]	$75
Health ProtectorGuard Select 2000[1]	$50
HPG Guard	$25
AdvantageGuard	$75
HospitalWise	$25
Hospital SafeGuard G.I. (HSGGI)	$25
Accident ExpenseGuard, ProGuard & ProGap	$25
AccidentWise	$25
CritcalGuard	$75
Eligible non-insurance products	
Mind Your Health	$25
HealthiestYou	$25
New Benefits	$25

Product availability and designs vary by state. Check eStore for product availability by state.

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[1] HPG plans in CA & OR will be paid at a flat amount of $100 and other states with HPG "Select, Preferred and Premier" plans will align with the Select, Preferred and Premier plans bonus amounts shown in the table.

Mind Your Health and Healthiest You (provided by Teladoc Health) and New Benefits (administrated by New Benefits, LTD) are not insurance products. Teladoc Health, New Benefits, LTD and United Healthcare are not affiliated, and each entity is responsible for its own contractual and financial obligations.

Registration is required and you can register in eStore.

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Golden Rule Insurance Co.

INCENTIVE PROGRAM RULES: To be eligible, the following requirements and conditions must be met and registration for this incentive is an acknowledgment and agreement to all terms.

1. To be initially eligible for this incentive, you must be registered for the "Blast Off" incentive by December 31, 2026. To register, log into eStore. Once logged in, select "My Account" from the menu, then "Broker Incentives" from the drop down.
2. Eligible product applications are those submitted online with EFT payment only from October 1 through December 31, 2026. Applications submitted with non-EFT payment will not count towards the incentive baseline and will not be eligible for bonus payout. The following eligible products are: TriTerm Medical, Short Term Medical, Health ProtectorGuard, HPG Guard, AdvantageGuard, HospitalWise, Hospital SafeGuard G.I., Accident ExpenseGuard, Accident ProGuard, Accident ProGap, AccidentWise and CriticalGuard all of which underwritten by Golden Rule Insurance Co., and noninsurance products Mind Your Health, HealthiestYou (both administered by Teladoc Health) and New Benefits (administered by New Benefits LTD). All other products, and optional benefit riders do not count toward this bonus opportunity.
3. Applications that meet the following criteria will apply toward the incentive: (a) Applications from one of the eligible products listed above only; (b) Submitted between October 1 through December 31, 2026, and issued by January 15, 2027 (c) with a “paid to” date past the effective date; and (d) an effective date no later than February 1, 2027 (e) meeting any other stated criteria to be eligible (e.g. baselines).
4. Baselines: To meet eligibility, the registered broker must submit and have issued at least 40 eligible product applications (any combination per the eligible products). When the minimum baseline number of qualified applications (submitted & issued) is met the bonus will pay starting with the first eligible application.
5. All eligible plans must be in force for a minimum of three months (90 days) after the effective date to count as “issued.” Coverage must be in force with premium payment current at the time of the incentive payout to be included. If the customer cancels within 90 days of their effective date, it will not be counted as an incentive eligible application.
6. Incentive will be paid over a series of rolling months and will not exceed seven payouts. This schedule is designed to eliminate chargebacks and ensure proper payment on qualified plans. The Blast Off Incentive monthly payout will begin in January 2027 and run through July 2027. Incentive payout only begins when the required incentive eligibility is met. Any broker eligible for this incentive must have an active contract with Golden Rule Insurance Company and be in good standing at the time of payout to receive earned incentive.
7. Bonus follows the Assignment of Commission Form you have on file at the time the application is received, for each qualifying application.
8. These bonuses will be subject to a managing broker commission split, if applicable. Otherwise, applications cannot be split between brokers.
9. Bonuses are paid per broker, based on his or her personal production.
10. Qualification is based on production as broker of record.
11. Any separate applications of family members for the same product type count as only one application for this contest.
12. Bonus is paid as described above.
13. Golden Rule Insurance Company reserves the right to make final judgment on contest qualifiers, modify terms or end this contest at any time without prior notification. Coverage that is withdrawn or does not meet the terms listed in these rules will not count toward the baseline and/or contest bonus.
14. Brokers are solely responsible for any required disclosures to their clients. A bonus is considered indirect compensation and will be reported as appropriate under the Consolidated Appropriations Act, 2021.
15. This contest is intended for the specified contracted and appointed brokers.
16. Select Key and FMO contracted agencies may not be eligible.
17. Bonus is taxable income and will be reported on an IRS MISC 1099.

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