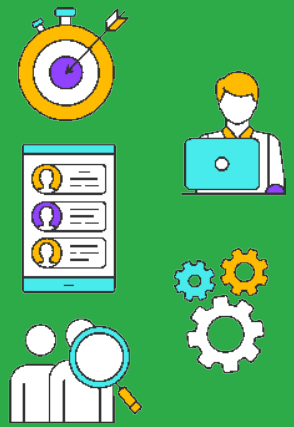


# 2021 SENIOR MARKET LEAD PROGRAM

NEW ERA LIFE INSURANCE COMPANY



## Why was this program developed?

This program was designed to give our agents financial assistance towards purchasing leads or placing advertisements to promote New Era & Philadelphia American Med Supp products.



## How The 2021 Lead Program Works

Agents earn cash credit based on the amount of Annualized Premium that is submitted and issued each calendar month.

## Cash Credit Deposit Schedule

Agents will receive cash credit during the first five business days of the month following the calendar month cycle.

**No registration necessary! If you earn the cash credit, you will receive it!**

## CASH CREDIT BREAKDOWN

Medicare Supplement New Business Annualized Premium			Cash Credit
110,000 +			\$600
100,000	-	109,999	\$550
90,000	-	99,999	\$500
80,000	-	89,999	\$450
70,000	-	79,999	\$400
60,000	-	69,999	\$350
50,000	-	59,999	\$300
40,000	-	49,999	\$250
30,000	-	39,999	\$200
20,000	-	29,999	\$150
10,000	-	19,999	\$100
0	-	9,999	\$0

• Credit will not be given for guarantee issue or conversion business

Producers must be in good standing with Philadelphia American Life Insurance Company throughout the qualification period to receive the lead/cash credit. Philadelphia American Life Insurance Company reserves the right to withhold the bonus if persistency/experience and production levels do not meet a minimum acceptable level. The decision of New Era Life Insurance Company on any interpretation of these rules shall be final and conclusive.