



# New Era Life Insurance Companies

## New Leads and Advertisement CASH Credit Program

***SPEND MORE TIME SELLING and LESS TIME PROSPECTING!***

New Era Life Insurance Companies is excited to announce a new program 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

- ◆ Minimum submitted annualized weekly premium to qualify for lead credit is \$5,000.
- ◆ Maximum weekly lead qualifying annualized premium is \$50,000 = \$250 Cash Credit.
- ◆ **Weekly submitted production amounts are not cumulative**, but the weekly Cash total amounts are cumulative.

<i>Sample Production:</i>	Week	Annualized Prem.	Cash Credit
	1	\$ 8,000	= \$ 40.00
	2	\$ 12,000	= \$ 60.00
	3	\$ 37,000	= \$185.00
	4	\$ 42,500	= <u>\$212.50</u>
	<b>Total Cash Credit</b>		<b>= \$497.50</b>

- ◆ Take your weekly annualized premium (\$5,000 or above) and **divide it by 200** to determine your cash credit.
- ◆ Direct Deposit Payments will be made every 4 weeks on the Thursday following the 4th week of production.
- ◆ The qualification period starts **October 4, 2014**, with the first CASH credits deposited on Thursday, November 6, 2014. (Examples of future payment dates: 12/04/2014, 01/02/2015, etc).

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

**\*NOTE: This program applies to Health Insurance products sales ONLY. We will only give credit one time for resubmitted applications.**

**FOR MORE INFORMATION, CONTACT MARKETING MANAGER**  
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