

Promotion Guidelines

Contract Level & A lead cost	Annualized Premium	Minimum Promotable Premium & Unique Writer Minimum	Time Frame
60 <i>MP: \$27.00 / FE: \$18.00</i>	New Agent	n/a <i>n/a</i>	n/a
65 <i>MP: \$28.00 / FE: \$18.50</i>	\$7,500	\$4,875 <i>n/a</i>	2 consecutive months
70 <i>MP: \$29.00 / FE: \$19.50</i>	\$10,000	\$6,500 <i>n/a</i>	2 consecutive months
75 <i>MP: \$29.50 / FE: \$20.00</i>	\$15,000	\$9,750 <i>n/a</i>	2 consecutive months
80 <i>MP: \$32.00 / FE: \$21.00</i>	\$25,000	\$16,250 <i>n/a</i>	2 consecutive months
85 <i>MP: \$34.00 / FE: \$23.00</i>	\$50,000	\$32,500 <i>7 Unique Writers</i>	2 consecutive months
90 <i>MP: \$36.00 / FE: \$25.00</i>	\$75,000	\$48,750 <i>11 Unique Writers</i>	2 consecutive months
95 <i>MP: \$38.00 / FE: \$27.50</i>	\$100,000	\$65,000 <i>15 Unique Writers</i>	2 consecutive months
100 <i>MP: \$40.00 / FE: \$30.00</i>	\$150,000	\$97,500 <i>23 Unique Writers</i>	3 consecutive months
105 <i>MP: \$42.00 / FE: \$32.50</i>	\$225,000	\$146,250 <i>34 Unique Writers</i>	3 consecutive months
110 <i>MP: \$43.00 / FE: \$34.00</i>	\$350,000	\$227,500 <i>53 Unique Writers</i>	3 consecutive months

Please check your commission schedules for all products with each carrier as actual commission amounts may vary. Minimum Promotable Premium is based on 65% of APV requirement and must be met each qualifying month. A \$150 or higher Paid Premium Per Lead is required for each qualifying month. Maximum credit per sale is \$7,500. No more than 50% from one leg of downline business. Unique Writer minimum is required for at least the final qualifying month. Any debt either to SFG or your direct upline must be cleared before promotion will be processed.