

Agency Rewards for Life

Club Member Rewards Program 2012



Leaders Club

- \$25,000 weighted premium in 2012
- A minimum of 20 lives in 2012
- A minimum 2012 persistency of 90%

Silver Club

- \$50,000 weighted premium in 2012
- Lives and persistency requirements for Leaders Club

Gold Club

- \$75,000 weighted premium in 2012
- Lives and persistency requirements for Leaders Club

Platinum Club

- \$100,000 weighted premium in 2012
- Lives and persistency requirements for Leaders Club

Diamond Club

- \$150,000 weighted premium in 2012
- Lives and persistency requirements for Leaders Club

Gold Club and higher members qualifying for the Ireland incentive trip will earn a special prize during the trip.

Top Agent by Line

Special recognition will be given at the end of 2012 for the top agent by line:

- Individual Life
- Group
- Annuity



Writer's Club

Special recognition will be given at the end of 2012 for agents consistently submitting individual life applications:

- **Silver Pen** 25 individual life applications
- **Gold Pen** 50 individual life applications
- **Platinum Pen** 100 individual life applications

Get Rewarded for Life

As a 2012-qualifying club member, your agency will enjoy these rewards **throughout 2013** to help you with your life sales and save your clients premium dollars.

Sales Support

- Term policy fee waived on combination UL and Elite Term sale on an applicant
- 2nd Elite Term policy fee waived for two business partners
- Increased term conversion credit of 150%

Marketing Support

- 1-year subscription to the Virtual Sales Assistant (VSA) sales site for our **Silver, Gold, Platinum** and **Diamond Club** agencies
- 1,000 copies of personalized promotional flyers for life sales per year

Special Incentives

- Access to 'orphan client' sales leads for **Platinum** and **Diamond** Club agencies
- Inclusion on the 'Wall of Fame' in Harleysville Life's home office for all **Diamond** Club agencies
- Life incentive trip to Dromoland Castle in Ireland!



IRELAND

2013 HARLEYSVILLE LIFE INCENTIVE TRIP
APRIL 17-23, 2013

Join Us in Ireland!

April 17-23, 2013

Production for club membership counts towards our incentive trip to:
Dromoland Castle in County Clare, Ireland

Full couple qualification is only \$48,000 in weighted life premium.

Contact us in Life Marketing for the complete qualification rules.

1.800.222.1981, ext. 6415, 6416



Harleysville

Harleysville Life Insurance Company