

SENIOR FAMILY SERVICES

LEAD CREDIT PROGRAM

It is with great pleasure that I introduce to you our new Lead Credit Program. This new and innovative lead incentive program will give you greater opportunity to succeed in the final expense business by reducing your out of pocket expenses on a cost per policy basis.

PROGRAM HIGHLIGHTS:

- Agents with submitted and issued new business of \$6,500 annual premium (AP) per calendar month earn a 5% of AP lead credit to be applied toward purchase of leads the following month. There are no maximum AP limits on lead credits earned for qualified agents.
- Earned lead credits will be distributed via Lead Credit Vouchers and are good for 60 days from date of issue or until the Lead Credit Expiry date noted on the voucher.
- Lead credits are not cumulative and must be used by the expiry date.
- Lead credit vouchers will be accepted by participating lead vendors only.
- Leads through select lead vendors will be offered at special discounted rates. This means more leads per dollar for you.
- Lead costs are billed directly to Senior Family Services as a direct marketing expense and will not be reported on your 1099 Misc. at year end.