

# Be Well Rewarded agent incentive

Earn extra cash when you  
write quality business.



## Payout tiers

Number of approved policies	Payout amount
5-9	\$150
10-14	\$200
15-19	\$250
20-24	\$300
25-29	\$350
30-39	\$400
40-49	\$450
50-64	\$500
65-84	\$600
85-99	\$700
100+	\$1,000

## Example

Each level also qualifies for the preceding levels.

15 taken policies that fit all criteria = \$150  
+ \$200 + \$250 = \$600 total payout

15 taken policies that fit all criteria + 80%  
taken rate = \$1,200 total payout

## For qualifying applications between Jan. 1, 2024, and June 30, 2024

1. Achieve a taken rate<sup>1</sup> of 65% or higher with at least 45% of business issued as first-day coverage or graded benefit (Great Assurance® or Graded Benefit) policies.
  2. Make sure you have a 91-day lapse rate of 20% or lower.
  3. Double your bonus. If you have at least 15 qualifying policies and achieve a taken rate exceeding 80%, you'll double your cumulative bonus.
1. Taken rate is defined as the number of taken policies divided by the total applications submitted (minus any pending applications and any policies that have been issued but are not yet effective). A taken policy is any policy that goes into force and premium is retained.



## Want to learn more?

Contact Senior Marketing Specialists  
at (800) 689-2800 | [smsteam.net](http://smsteam.net)

See back for details.

## Incentive details and rules:

1. Incentive period is for applications written from Jan. 1, 2024, to June 30, 2024. Only applications written during this time frame will be used in determining qualification.
2. Qualification requires a minimum of 45% of issued business as first-day coverage or graded benefit and a minimum taken rate of 65%. Agents must have a 91-day lapse rate of 20% or lower. Percentages are rounded to the nearest tenth of a percent.
3. Business quality is measured from Jan. 1, 2024, through June 30, 2024.
4. Final incentive eligibility will be determined by Sept. 30, 2024. Incentive payouts will be made on or around Sept. 30, 2024.
5. If qualifier has at least 15 qualifying policies and a taken rate exceeding 80%, the total incentive paid will be doubled.
6. Qualifying policies include Wellabe's Great Assurance, Graded Benefit, and Guaranteed Assurance Final Expense insurance products underwritten by Great Western Insurance Company.
7. Wellabe reserves the right, in its sole discretion, to cancel or change the incentive program rules at any time.
8. Agents must remain in good standing and be actively contracted with Wellabe at the time of payout.
9. The value of any award will be reported as income to the awarded recipient in accordance with the rules and regulations of the Internal Revenue Service. To the extent that the value of any award will be included in the recipient's income, the recipient will be responsible for any taxes due. You may wish to consult a tax professional as to how this may affect you.
10. By participating in this program, you agree to release and hold harmless Wellabe, its affiliates, owners, employees, officers, directors, and agents from any and all liability for any injury, loss, or damage of any kind arising from or in connection with award eligibility or participation. This release shall include actual, special, incidental, consequential, or punitive damages connected in any way with eligibility and participation in this program.
11. The laws of the state of Iowa shall govern the rules related to this award program. Participants consent to the resolution of any disputes solely through the alternative dispute resolution procedures outlined in any agent or distributor agreement that may be in place between the agent and Wellabe.
12. Wellabe further reserves the right to charge back any incentive amounts previously paid based upon policies for which premium has been refunded, and based upon policy activity, such as cancellations, that would have made the policies ineligible. All incentive decisions made by Wellabe are final. This incentive program is not transferable.



For agents contracted with Great Western Insurance Company, a Wellabe company.

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