



# 2023 Lead Program Med Supp Market

## SKYROCKET YOUR PRODUCTION WITH NEW ERA'S LEAD PROGRAM!

New Era's Med Supp lead program provides a monthly cash payout to assist producers in their marketing needs such as purchasing leads, placing advertisement, etc.!

### HOW DO I EARN LEAD CASH?

Producers earn lead cash based on the amount of Med Supp new business annualized premium submitted and issued during each calendar month.

### WHEN IS LEAD CASH PAID?

Lead cash is paid directly to earning producers during the first five business days of the following month.

Producers must be in good standing with New Era Life Insurance Company and its subsidiary companies ("The Company") throughout the qualification period to receive lead cash. The Company reserves the right to withhold lead cash if persistency, experience and production do not meet a minimum acceptable level. The decision of The Company on any interpretation of these rules shall be final and conclusive.

Med Supp New Business Annualized Premium		Lead Cash
110,000 +	⇒	\$600
100,000 - 109,999	⇒	\$550
90,000 - 99,999	⇒	\$500
80,000 - 89,999	⇒	\$450
70,000 - 79,999	⇒	\$400
60,000 - 69,999	⇒	\$350
50,000 - 59,999	⇒	\$300
40,000 - 49,999	⇒	\$250
30,000 - 39,999	⇒	\$200
20,000 - 29,999	⇒	\$150
10,000 - 19,999	⇒	\$100
0 - 9,999	⇒	\$0

- Credit is not given for GI or conversion business
- If a policy is withdrawn, the premium credit given for that policy is subtracted from the next payout