



**True Partners**  
**BROKER COMPENSATION**  
**PROGRAM**



# True partners. Truly rewarding compensation.

We truly appreciate you — a true partner — for recommending TruAssure to your clients. Rest assured, we will continue to show our appreciation with a solid compensation program.

## New Sales Program

Based on Enrollees per Calendar Year

Fully-Insured Group Sales		Self-Insured or ASO Sales	
New Subscribers	Bonus per Subscriber	New Subscribers	Bonus per Subscriber
2-249	\$5	100-249	\$1
250-499	\$6	250-499	\$1.20
500-749	\$7	500-749	\$1.40
750-999	\$8	750-999	\$1.60
1,000-1,499	\$10	1,000-1,499	\$2
1,500-1,999	\$11	1,500-1,999	\$2.20
2,000-2,999	\$12	2,000-2,999	\$2.40
3,000+	\$15	3,000+	\$3

Payment is cumulative for the entire calendar year based on initial enrollment dates (January 1 – December 1 of the eligible calendar year) and based on the cumulative agency total of new enrollees. A statement for all eligible enrollees between January 1 and December 1 will be made to your agency by March 15 of the year following the applicable calendar year.

The total of new enrollees is based on the total number of new enrollees on the initial enrollment date. Totals are not adjusted for enrollees added or deleted after the initial enrollment date, except in the case of total group termination.

There is no limit to the cumulative bonus total for your agency.

All licensed brokers are eligible to participate directly or through one of our general agents. General agents are not eligible to receive compensation from this incentive program.



## Compensation Retention Program

Based on Persistency Rate

Group Persistency	% of Commissions Paid
85%	10%
86%	10.5%
87%	11%
88%	11.5%
89%	12%
90%	12.5%
91%	13%
92%	13.5%
93%	14%
94%	14.5%
95%	15%
96%	15.5%
97%	16%
98%	16.5%
99%	17%
100%	18%

Your agency must have a minimum of five groups with over 20 subscribers each with TruAssure.

The persistency rate is calculated by the total book of business on December 31 of the current calendar year compared to the total book of business on December 31 of the previous calendar year (applies to groups with 20 or more subscribers only). Your agency will receive a statement by March 15 of the year following the applicable calendar year.

There is no limit to the dollar amount that can be earned for this program.

All licensed brokers are eligible to participate directly or through one of our general agents. General agents are not eligible to receive compensation from this incentive program.

