



F & R Elite Lead Program !!!

Effective 11/19/18 Turn-In

We want to ensure that resources are being directed to agents that are able to convert the Elite leads. Our goal each week is to put a minimum of fifteen fresh, hot leads into the hands of each and every agent who is converting these leads into sales and commission \$\$\$\$. Elite leads will be awarded as follows:

- √ 1 Elite Lead per \$1,000 A.V.
(Short Term Medical A.V. Qualifies)
- √ Life Insurance Premium earns double credit for lead qualification. i.e. \$1,000 of Life AV gets you 2 leads!
- √ 5 Elite Lead per Heartland sale!
- √ 5 Elite Leads for every Med Supp App ****Now 'til the end of OEP***
excluding High Deductible Plan F (HDF)
- √ ALL " Select " Leads Sold will qualify for (5) Elite leads
- √ **Must participate in the Monday Marketing Conference Call**
(10:00 AM cdt)
- √ Minimum \$1,000 AV to qualify
- √ Max 20 Elite Leads
- √ Select Leads matched 1 to 1 to Elite Leads (where available)

Remember: Additional Select Leads available upon request!

**ATTENTION !!!!
GET YOUR LEAD CREDIT
FOR YOUR
SOLD LEADS !**

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**It is very important you  
receive credit for  
EVERY SOLD LEAD!**

Because we identify a **SOLD** lead by the phone number on the lead, it is imperative that you list the lead phone number on your turn in sheet!! This number can be entered in the Work/Alternate phone number space. If for some reason this is not possible

**PLEASE EMAIL Marty!**

## Be A Lead Leader

We must maintain a minimum of 1 insurance sale for every 10leads closing(10%) ratio on the F & R Elite Leads  
And/or 2% on Select Leads distributed.

This closing ratio is calculated by total year –to–date Elite leads received & "SOLD" commissionable applications received for 2018.

### IMPORTANT REMINDER

The Leads provided to you by Farm & Ranch Healthcare , Inc. are , and remain , the exclusive property of Farm & Ranch Healthcare, Inc. Any attempt to persuade a Farm & Ranch provided client lead to purchase an insurance product not expressly approved , in advance , by Farm & Ranch is considered a direct violation of your contract and may be cause for termination. It is further understood that any attempt to persuade a client who is a current policyholder of Farm & Ranch to change to a policy underwritten by a company not approved by Farm & Ranch is a direct violation of your contract and may result in termination of your contract and any renewal income generated as a result of that contract. Remember: Honesty is the best policy ... Your adherence to these prudent business guidelines is sincerely appreciated. In order to be eligible to participate in the tremendous incentive of the Farm & Ranch FREE Lead Program, you must choose to participate in the short weekly conference call on Monday mornings at 10:00 cst. Thank You, Management.