

2012

# Holiday Helper

## SALES INCENTIVE

aetna<sup>SM</sup>

Earn *extra cash* just in time for the holidays with this sales incentive featuring our **Final Expense** whole life insurance product. Selling Final Expense can quickly turn into extra cash for you to use however you wish...like for your holiday shopping list or for *taking a holiday* on us!



### **Qualification period:**

**September 24 – November 30, 2012**

Application date and submit date (Jet Pre-Approval)

### **Qualifying product:**

**Final Expense Whole Life Insurance**

from American Continental Insurance Company (ACI)

An Aetna Company



### **More details:**

Applications must be received within the qualification period and result in issued and active policies with a minimum of a successful first month payment on or before December 14, 2012. The bonus payouts will be issued by check the week of December 17, 2012 for all in force policies. All federal, state, and local taxes associated with the receipt of cash rewards are the sole responsibility of the recipient.

ACI has the exclusive right to change the program rules during the qualification period and is subject to all state compensation restrictions based on the issue state of the policy. Participation is based on meeting the required production levels; and the qualifier must be in compliance with all company and state marketing rules and regulations and be in good standing with Aetna and its legal entities. Agents must be properly appointed and approved to sell ACI Final Expense in order to submit business.

### **Extra cash details:**

Submit qualifying applications of ACI Final Expense and receive a bonus payout based on the number of issued applications. The more applications submitted and policies issued, the bigger the payout.

Application bonus is **\$15 per qualifying application** – with no limit to the payout. To receive a payout, you must submit a minimum of 9 qualifying applications. Application bonus is limited to one active policy per insured; applications must be worth \$360 in annualized premium to qualify.

### **Take a holiday details:**

Submit and issue the highest amount of in force premium (\$8000 minimum) and earn an **additional regional trip** for two including airfare and hotel based on your home state:

Southwest = San Diego  
Northwest = Seattle

Southeast = Miami  
Northeast = Boston

Midwest = Chicago

### **Questions:**

Contact the Agent Services team at 800 264.4000, option 3, then option 1.