

WINTER CASH DASH

MED SUPP NEW BUSINESS CASH BONUS

Submission Period: 2/1/2023 - 4/30/2023

Payout Date: 5/26/2023

Applications for all eligible plans must be issued and paid for by 5/12/2023. Each qualifying application must remain in force throughout the entire Qualifying Period of 2/1/2023 - 5/12/2023.

No limit to earnings! No minimum app count required!

Earnings per app increase when you submit 11 or more!

Underwritten Plans	Bonus per App When you submit 1-10 qualifying apps	Bonus per App When you submit 11+ qualifying apps
Med Supp F ^{HD} & G ^{HD}	\$200	\$250
Med Supp C, F & G	\$175	\$225
Med Supp N & M	\$150	\$200
Hospital Indemnity MA Gap	\$75	\$125

Open Enrollment Plans	Bonus per App When you submit 1-10 qualifying apps	Bonus per App When you submit 11+ qualifying apps
Med Supp F ^{HD} & G ^{HD}	\$100	\$150
Med Supp N & M	\$75	\$100

Bonus is for new business only.

Payout Examples

16 Qualifying Apps Submitted

Plan	Apps Submitted	Bonus per App When you submit 11+ qualifying apps	Total
Underwritten Plan F ^{HD}	4	\$250	\$1,000
Underwritten Plan C	4	\$225	\$900
Underwritten Plan N	4	\$200	\$800
Open Enrollment Plan N	4	\$100	\$400
Total Bonus Earnings			\$3,100

8 Qualifying Apps Submitted

Plan	Apps Submitted	Bonus per App When you submit 11+ qualifying apps	Total
Underwritten Plan F ^{HD}	2	\$200	\$400
Underwritten Plan C	2	\$175	\$350
Underwritten Plan N	2	\$150	\$300
Open Enrollment Plan N	2	\$75	\$150
Total Bonus Earnings			\$1,200

Rules & Exclusions

Application/Policy count starts at 0 on 2/1/2023 12 A.M. New business only. No bonus will be given for guarantee issue, disability or conversion business. Policies must be received between the Submission Period of 2/1/2023 to 4/30/2023. Policies must be issued and paid for by 5/12/2023. Policies must remain in-force throughout the entire qualifying period which ends on 5/12/2023. Producers and FMOs must be in good standing with New Era Life Insurance Company, New Era Life Insurance Company of the Midwest, and Philadelphia American Life Insurance Company (collectively "The Company") at the conclusion of the cash incentive. The Company reserves the right to withhold a payout if persistency, loss ratios and production do not meet an acceptable level. The Company, at its sole discretion, reserves the right to modify or change any of the qualifications or offerings at any time. The decision of The Company on any interpretation of these rules shall be final and conclusive.