



## New Producer Bonus Program for 2010!

We have updated our producer bonus program. Here are some highlights:

1. You can get up to **6% of inforce premium (new and renewal)**
2. It is **simple** - there is no confusion about how you will get paid
3. You have control - it is **based on your sales and growth**

| New Sales<br>(Effective dates from 1/1/2010<br>through 12/15/2010) |                |                 |
|--|----------------|-----------------|
| Coverage<br>Criteria   | New<br>Premium | Payment<br>Rate |
| 5  | \$100,000      | 1.0%            |
| 5  | \$250,000      | 2.0%            |

| Growth in Block of Business  |                 |
|------------------------------|-----------------|
| In-force Premium<br>Increase | Payment<br>Rate |
| \$100,000                    | 1.0%            |
| \$250,000                    | 2.0%            |
| \$500,000                    | 3.0%            |
| \$1,000,000                  | 4.0%            |

### To Qualify:

- Sell 5 new coverages totaling at least \$100,000 in annualized premium between January 1, 2010 and December 15, 2010.
- Coverages must be at least 10 covered lives.
- Coverage credit in proportion to Producer's interest in the coverage.

### Payment:

- **Non-dental products** = the sum of the percentages from the sales and growth tables.
- **Dental products** = 50% of the sum of the percentages from the sales and growth tables.
- Calculated on your inforce block on December 31, 2010 and will be paid in April, 2011.
- The maximum payment on any one coverage is \$10,000.

### Growth:

- Calculated by taking your ending inforce premium on December 31, 2010 with effective dates in 2010 or earlier minus your inforce premium on January 1, 2010 for effective dates prior to 2010.
- Premium on either date will be counted only if Producer is broker of record on that date.
- Premium credit given in proportion to Producer's interest in the coverage.

### Exclusions:

- ASO/CSO, individual prepaid and coverages sold through Assurant Employee Benefits' worksite sales force do not count toward qualification or inforce premium and are not eligible for payment.

**For more information, call your sales representative today!**

Assurant Employee Benefits is the brand name for insurance products underwritten by Union Security Insurance Company and for prepaid products provided by affiliated prepaid dental companies. In New York, insurance products are underwritten and prepaid products are provided by Union Security Life Insurance Company of New York, which is licensed in NY and has its principal place of business in Syracuse, NY. Plans contain limitations, exclusions and restrictions. Contact us for costs and complete details.