



# CASH CLIMB INCENTIVE

Get rewarded when your agents sell more first-day coverage and graded benefit plans

Get your footing and start your climb with this limited-time opportunity to earn cash and prizes when your team sells Great Western Insurance Company (GWIC®) Final Expense products. With GWIC's Cash Climb incentive, the more your team sells, the higher you climb, and the bigger the reward.

## Incentive details

1. For all business written within your downline hierarchy from Jan. 1, 2023, through June 30, 2023, achieve a taken rate<sup>1</sup> of 65% or higher with at least 40% of business issued as first-day coverage or graded benefit (Great Assurance® or Graded Benefit) policies.
2. Earn cash and other prizes with each level you hit.
3. Double your bonus. If you achieve a taken rate exceeding 80%, you'll double your cumulative bonus.<sup>2</sup>

Number of taken policies	Payout amount per level
500–999	\$10,000 + Two tickets to an exclusive Des Moines GWIC home office art tour and agent advisory meeting with leadership
1,000–1,499	Tumi luggage (\$700 value)
1,500–1,999	Trip for two to see Billy Joel in New York City live at Madison Square Garden, date to be determined
2,000+	Cartier Tank watch (\$3,000 value)

## Example

Each level also qualifies for the preceding levels.

1,000 taken policies that fit all criteria = \$10,000 + two tickets to GWIC home office art tour and agent advisory meeting + Tumi luggage



If you have questions about GWIC's incentive program, please contact Agent Sales Support by calling 866-252-5594, option 2, or by emailing [m1agentsupport@americanenterprise.com](mailto:m1agentsupport@americanenterprise.com).

1. Taken rate is defined as the number of taken policies divided by the total applications submitted (minus any pending applications and any policies that have been issued but are not yet effective). A taken policy is any policy that goes into force and premium is retained.
2. The doubled bonus only applies to those who qualify and is only paid out on cash awards.

