

Reimbursement Program Details and Rules

Overview

Sell a minimum of \$250,000 in qualifying premium each calendar quarter to receive marketing reimbursements.

Reimbursement

Reimbursements are based on premium paid each calendar quarter, starting with Q4 2018 (October 1–December 31, 2018).

Once \$250,000 in premium on Legacy Exclusive Products offered through Americo Financial Life and Annuity Insurance Company or Ameritas Life Insurance Corp. is received and paid within the calendar quarter, Legacy will reimburse your marketing expenses as follows:

Paid Premium	Reimbursement
\$250,000–\$749,999.99	0.15% of qualifying premium, up to invoice amounts
\$750,000+	0.30% of qualifying premium, up to invoice amounts

Eligibility

To receive a marketing expense reimbursement, the date of your marketing invoices must fall within the calendar quarter. You have 15 days after the end of the calendar quarter to submit your marketing invoice to Legacy. Marketing invoices may be e-mailed to marketing@legacynet.com or faxed to 800-211-5641.

Marketing invoices/expenses that may be reimbursed include:

- Seminar mailing costs.
- Seminar event costs.
- Advertising costs, e.g., newspaper, magazine, radio, TV, Internet, and corporate sponsorships.
- Lead/referral costs.

Marketing invoices/expenses that are *not* eligible for reimbursement include normal business costs such as:

- Rent, utilities, equipment rental.
- Postage.
- Website design.
- Business cards, stationary, brochures.
- License costs and E&O coverage.

Producer must: (1) be the writing Producer; (2) be insurance licensed, contracted with Legacy Marketing Group® and in good standing, and appointed with Americo and/or Ameritas to sell Legacy Exclusive Products through them; and (3) have no outstanding chargebacks, debit balance, or monies owed to Legacy at the time of reimbursement.

This program is open to personal Producers contracted at the Broker through RD level. LOAs and higher level contracted Producers are not eligible to participate in this program.

Payment

- Marketing reimbursements on split cases will be reimbursed proportionately, based on the split.
- After the minimum of \$250,000 in qualifying premium has been reached during the calendar quarter, marketing reimbursements will be paid the month following the end of the calendar quarter (or as soon as the paid premium amount received qualifies the Producer for reimbursement of the full invoice amount).
- If the Producer's commissions are assigned pursuant to an *Assignment of Commissions* form, any reimbursement amounts will be paid to the assignee, not the writing Producer(s).

General Guidelines

- Premium on transfers between carriers that distribute products through Legacy may be excluded.
- Should Legacy Marketing Group®, Americo, Ameritas, or a policyholder cancel a contract for any reason, marketing reimbursements will not be paid on any refunds of premium. If a reimbursement has already been paid, the reimbursement amount will be charged back.
- All reimbursement amounts will be reported as income earned in the year distributed, and a 1099 will be issued. We recommend that you consult a tax adviser regarding any tax ramifications.
- This promotion is offered solely by Legacy Marketing Group®, and Legacy, at its sole discretion, reserves the right to determine participant eligibility and final payment of marketing reimbursement, and to revise the guidelines as needed or cancel this program at any time.
- As an independent insurance Producer, you are ultimately responsible for complying with state and federal laws governing the marketing of insurance products and act in the best interests of your clients when making product recommendations.

Questions? Please contact the Legacy Sales Team, 800-395-1053, Ext. 4002, or your IMO.