

# Money for Marketing Program

## *Details and Rules*

### Overview

Sell \$250,000 in qualifying premium to receive marketing reimbursements.

### Awards

Once \$250,000 in premium on Legacy Exclusive Products is generated on applications received after the date of your marketing invoice, Legacy will reimburse 0.25% of your qualifying premium, up to the amount on your invoice.

### Eligibility

- To receive the 0.25% marketing reimbursement, submission of the marketing piece and marketing invoice to Legacy is required at the time of the publication and must occur after January 1, 2015.
- Producer must: (1) be the writing agent; (2) be insurance licensed, carrier appointed, and contracted in good standing with Legacy Marketing Group®; and (3) have no outstanding chargebacks, debit balance, or monies owed to Legacy at the time of reimbursement.
- This program is not open to LOAs.

### Payment

- Marketing reimbursements are payable to the writing agent on eligible applications (split cases will be allocated proportionately based on the split).
- After the minimum of \$250,000 in qualifying premium has been reached, reimbursements will be paid on each eligible application submitted within 90 days of the marketing invoice and commissions paid within 60 days thereafter.
- A marketing reimbursement will be paid approximately 45 days after commissions are paid on the last qualifying application.
- Reimbursements are processed on a monthly basis.

- If a Producer's commissions are assigned pursuant to an Assignment of Commissions form, any bonus amounts will be paid to the assignee, not the writing agent(s).

### General Guidelines

- Marketing reimbursement will not be paid on non-commissionable premiums (same-company transfers made by exchange) and any transactions subject to commission chargeback (surrender, partial withdrawal).
- Premium on transfers between carriers that distribute products through Legacy may be excluded.
- Should Legacy Marketing Group, an authorized company, or a policyholder within the free-look period cancel a contract for any reason, marketing reimbursement 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 agent, you are ultimately responsible for complying with state and federal laws governing the marketing of insurance products.
- Marketing pieces and marketing invoices may be e-mailed to [marketing@legacynet.com](mailto:marketing@legacynet.com) or faxed to 800-211-5641.