

STILL EXPLODING IN 2023 WITH HEARTLAND NATIONAL LIFE'S

KICKIN' ASH BONUS

\$3000

PER APPROVED UW MED SUPP APP

JANUARY 1, 2022 – SEPTEMBER 30, 2023

For Agent Use Only. No minimum app requirements to qualify. Not paid on Guaranteed Issue or Open Enrollment business. Applications must be received in the Home Office by September 30, 2023, or postmarked by June 30, 2023, if mailed. The initial premium must be collected in order for the bonus to apply. See rules for drafting the initial premium in the agent guide. Bonus will be paid on the 15th of the following month. Heartland Financial Group, at its sole discretion, reserves the right to change the program rules and qualification requirements. Agents must be in compliance with all company guidelines, state regulations, be appointed and in good standing with Heartland National Life.