

2024 CHARLESTON

*Charm*

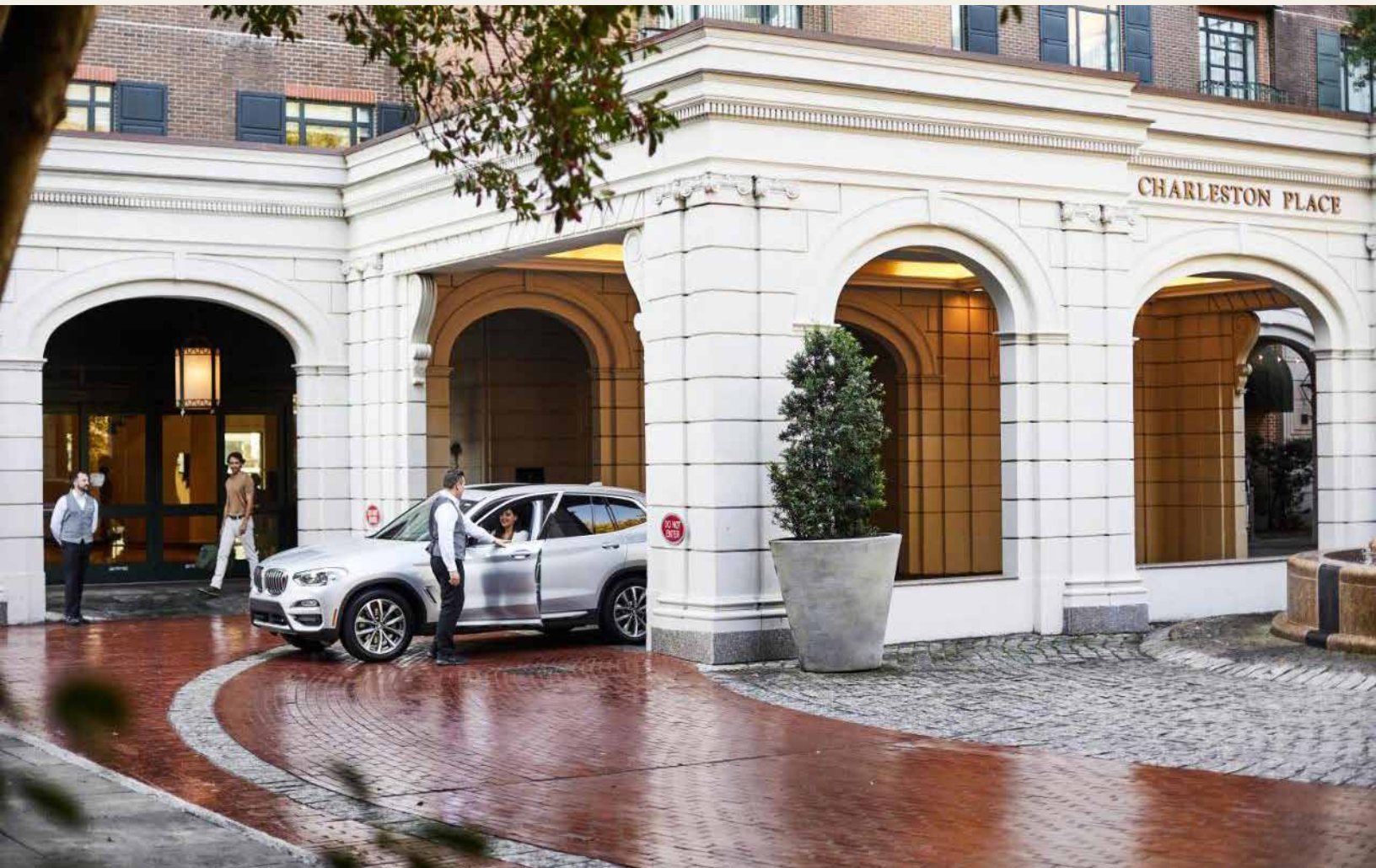
SALES CONTEST



Oct. 15 – 18, 2024  
*Charleston, S.C.*

*Kansas City Life Insurance Company*

# 2024 CHARLESTON *Charm* SALES CONTEST



*Photo: booking.com*

An independent, iconic landmark in the heart of Charleston's historic district, Charleston Place has captivated the hearts and imaginations of a new generation. The deluxe hotel offers historic views and redefines legendary service, experiences, and city with renewed passion, purpose, and intention.

From award-winning fine dining, lowcountry favorites, and handcrafted cocktails to casual poolside fare, gastropub cuisine, and must-have morning coffee and treats, delicious moments await you.

Prepare now to make yourself at home with luxurious accommodations while taking in all the charm Charleston has to offer.



Photo: boatsetter.com



Photo: Getty Images

**QUALIFICATION PERIOD**

Sept. 1, 2023, through Aug. 30, 2024

**PRODUCTION REQUIREMENT**

1. Minimum production of 70,000 of issued and in-force annual premium will entitle the qualifier and one adult guest (at least 21 years old) to attend the 2024 Charleston Charm Sales Contest. Number of qualifying attendees will be limited to 15.
2. Not more than 1% of the required production may come from business written on oneself and immediate family members. (Immediate family being defined as the agent’s spouse, children, parents, brothers, and sisters.)
3. Credit may be earned on Kansas City Life Insurance Company’s Signature Term Express product only.

**PERSISTENCY REQUIREMENTS**

Qualifiers must have a rolling 12-month, 24-month, and 36-month persistency at least equal to the Company average for the same qualification period.

**PRO-RATA PERSONAL PRODUCTION | *Qualification schedule for qualifiers***

<b>First paid case</b>	<b>Issued annual premium</b>
October 2023	64,750
November 2023	59,500
December 2023	54,250
January 2024	48,125
February 2024	42,875
March 2024	42,875
April 2024	42,875
May 2024	42,875
June 2024	42,875
July 2024	42,875
August 2024	42,875

**FIELD MANAGER QUALIFICATION**

1. Have a minimum production of 70,000 of issued and in-force annual premium will entitle the qualifier and one adult guest (at least 21 years old) to attend the 2024 Charleston Charm Sales Contest.
2. Have a unit total of 200,000 eligible issued annual premium from new agents with a Kansas City Life first-issue date between Sept. 1, 2023, and Aug. 30, 2024.





Photo: [abroadwithash.com](https://abroadwithash.com)



## GENERAL REGULATIONS

1. A qualified member will be invited to attend the 2024 Charleston Charm Sales Contest in accordance with these rules, provided that member is a Kansas City Life representative in good standing when the trip is held.
2. Only qualified members may attend. No other person may attend in the qualifier's place, and qualifiers who do not attend will not be compensated in any other way.
3. Each qualifier is allowed to bring one adult guest (at least 21 years old). Unless otherwise stated, only the qualifier and registered adult guest may attend Company-sponsored functions.
4. No other Kansas City Life agent or general agent may be the guest of a qualifier unless that person is the spouse of the qualifier.
5. If two qualifiers are married and both attend, no other guest(s) will be eligible to attend.
6. The Company reserves the right to exclude from membership a representative of any other life insurance company, even though the individual may have met all of the other membership requirements.
7. A qualifier who has not produced new business within 90 days preceding the date invitations are extended will not be eligible to attend.



**KANSAS CITY LIFE**