

# 2024 Agents & Licensed Recommenders First Quarter Sales Campaign

January 1 - March 31, 2024

## For your clients who want:

- Safety
- Liquidity
- Tax-Deferred Growth
- Tax-Free Death Benefit\*

## Show them the value of Single Premium Whole Life Plus!\*\*

Earn a **BONUS** for each  
SPWL Plus policy you write:

### *Premium Amount Bonus*

\$15,000 to \$49,999 .....	\$100
\$50,000 to \$99,999 .....	\$200
\$100,000 to \$249,999 .....	\$350
\$250,000 to \$500,000 .....	\$500

*No limit on the number of certificates per producer. Each awardable certificate must be on separate insureds. One bonus per certificate. Applications must be submitted between January 1, 2024, and March 31, 2024. A bonus will be awarded after the application has been underwritten and placed in force. Underwriting must be completed, and policy issued and in force by June 28, 2024. New York producers are ineligible to participate due to NY Reg 187. Only licensed agents and fully licensed recommenders may participate in this campaign. Unlicensed and PA restricted license recommenders are not eligible to participate.*

*\* In certain circumstances not all death benefits from life insurance are paid tax-free, consult with a tax advisor for more details.*

*\*\*ICC12-SPWL0412*



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