



**Make more meaningful client connections. Make more with this incentive. Make the most of your selling season!**

With a minimum of 20 eligible product applications, any combination, submitted **November 1, 2023 – January 31, 2024, issued by Feb. 15, 2024, you can Make More in addition to your standard commission!** Once you qualify, your bonus counts all the way back to the first eligible app. See complete rules & details below.

**Make more with EFT**

With the "Make More" Incentive you can make even more when your clients choose EFT as their monthly payment method! Golden Rule Ins. Co. customers who use EFT as their payment method tend to have better persistency than those who use credit card, which is better for you and them. Less risk of forgotten payments, no canceled credit cards, just consistent on-time payments made easy with EFT (which means on-time commission payments for you)! Help ensure they keep the medical coverage they need by choosing EFT when submitting their application.

<sup>1</sup> Term length must be a minimum of 12 months (or 360 days for Short Term Medical Plan "A"s) to be eligible, or 11 months in SC only. <sup>2</sup> 6-11 months equates to a minimum of 180 days (in states where available) but less than 360 days.

**The UnitedHealthcare brand product portfolio underwritten by Golden Rule Insurance Company has the products to serve the different insurance needs of your clients. From TriTerm Medical and Short Term Medical to guaranteed issue indemnity products and supplemental ancillary like dental and accident, Golden Rule Insurance Company makes it easy to offer your clients robust options to round-out their coverage.**

Eligible Products Underwritten by Golden Rule Insurance Co.	Bonus (with-EFT payment)	Bonus non-EFT payment)
<b>"Core"/ Medical</b>		
TriTerm Medical Plans (TTM): Copay, Plan 80, Plan 100	\$700	\$600
TriTerm Medical Plans (TTM): Value, Hospital & Surgical	\$350	\$300
Short Term Medical (STM) (min. 12-month term <sup>1</sup> )	\$100	\$100
Short Term Medical (STM) (6-11 mo. Term <sup>2</sup> )	\$50	\$50
Health ProtectorGuard (HPG) ("non-Guard" plans)	\$100	\$100
Hospital SafeGuard G.I. (HSGGI)	\$100	\$100
<b>Supplemental Ancillary</b>		
Accident ExpenseGuard, ProGuard & ProGap	\$50	-
HPG Guard	\$50	-
Hospital Guard G.I. (HGGI)	\$50	-
AdvantageGuard	\$50	-
CriticalGuard/Critical Illness	\$50	-
Dental	\$30	-