



San Diego

2018

**EMPIRE LIFE
PARTNER**

Insurance & Investments
Simple. Fast. Easy.™







Qualification Standards

**FOR GROUP ADVISORS
BASED ON GROUP BUSINESS**

Qualification Period

January 1, 2016 to
December 31, 2017

Destination

San Diego, California
Hotel del Coronado

Program Dates

Monday April 23 to
Thursday April 26, 2018

HOW TO *Qualify*

Invitations will be extended to qualifying Group Advisors who meet the following minimum requirements during the qualification period — January 1, 2016 to December 31, 2017

Minimum requirements per qualifier (one licensed Group Advisor) are:

- 800,000 Group credits

Multiple Advisor firms (2 or more licensed individuals working under the same corporate license) must attain the following:

- 1,500,000 Group credits for one qualifier
- 3,000,000 Group credits for one additional qualifier
- 4,000,000 Group credits for two additional qualifiers

Managing General Agents must attain the following:

- 5,000,000 Group credits for one qualifier
- 7,500,000 Group credits for one additional qualifier

Credits are awarded for a combination of new client sales, amendment sales, and in force premium as follows:

- Credit equals = Adjusted new sales premium + 20% of in force premium
- 50% of credits must be earned from adjusted new sales premium during the qualification period in order to qualify



EXAMPLES

**\$1,000,000 of adjusted new sales premium + \$2,000,000 of in force premium =
1,400,000 Group credits**

- Based on Empire Life Group accounting month, not calendar month.
- Only partial credit given for sales terminating before December 31, 2017, at the discretion of Empire Life.
- Eligible sales are measured in annual premium dollars and converted to adjusted premium dollars using the following scale:
 - First \$500,000—100%
 - \$500,000 to \$750,000—50%
 - Excess over \$750,000—25%

**A new client sale with \$600,000 of annualized premium will produce \$550,000
of adjusted premium = 550,000 Group credits**



ELIGIBILITY

- You must comply with all provincial and federal regulations, as well as Empire Life rules and standards of ethics and conduct.
- You are solely responsible for disclosing to clients any aspect of your participation in Program qualification or your attendance at the Program.
- Empire Life reserves the right to decide whether or not to invite Group Advisors or associates who meet the qualification criteria, for any reason whatsoever, including current or ongoing compliance or conduct investigations.

GROUP BUSINESS COMBINED WITH INDIVIDUAL BUSINESS

Group business may also earn you Individual credits if you do not qualify for an invitation as a Group Advisor.

\$12.50 of actual adjusted group premium (8%) = 1 credit

The following rules apply:

- A maximum of 62,500 Group credits can be combined with Individual credits to qualify as an Individual advisor.
- If your Group business is placed through an Individual advisor code, it is automatically credited (to the maximum).

- If your Group business is placed through a Group advisor code, it may be credited, if the criteria below are met and subject to approval by Empire Life on a case-by-case basis:
- You must be the primary advisor submitting business under the Group contract/advisor code.
- You must ask Empire Life to combine your Individual and Group business. You can do so by contacting your Empire Life Account Executive.
- Credits awarded for Group business will only be credited to agencies in certain circumstances, at the discretion of Empire Life.

For details on how to qualify based on Individual credits, please consult the Empire Life Qualification Standards for Individual Advisors and Agencies.



GENERAL RULES

You may not transfer your credits to anyone else. Within an employee benefits consulting firm or insurance brokerage, Program qualification can accrue to the firm. This qualification can be awarded to one of the firm's licensed consultants, brokers or advisors.

Agency transfers or changes in your book of business ownership

Changes will be handled on an individual basis. Please consult your Empire Life Group Account Executive.

PUBLICATION OF RESULTS

As part of the program materials, qualifier standings may be published without credit totals. By accepting an invitation from Empire Life to attend the Program, you grant Empire Life the right to publish your name in Program materials, in standings order.

RECORDS

The official records are maintained at the Head Office of Empire Life and will be accepted as conclusive. All decisions made by Empire Life will be deemed final.

ONCE YOU'VE QUALIFIED

Who is invited to the Program?

A qualifier and his/her spouse, significant other or life partner ("spouse") will be invited to attend the Program. Since the purpose of the Program is to provide a business and networking environment for qualifiers and their spouses who contributed to their success, no substitutions will be allowed where there is no spouse or the spouse cannot attend. This includes assistants or other colleagues or associates, friends, children or other relatives.

Once you have qualified, your attendance and that of your spouse is by invitation only from Empire Life and is not a contractual right.

Attendance

The Program is an optional event and attendance is not mandatory if you qualify for an invitation.

The Program is an optional event and attendance is not mandatory if you qualify for an invitation. If you do choose to attend, you must be prepared to:

- Agree to accept the travel and accommodation arranged for you by Empire Life; and,
- Attend all Program events including business sessions.

The Program invitation must be accepted as awarded. There are no substitutions, exchanges for cash, credit or transfers available if you are, or your spouse is, unable to or chooses not to:

- attend the Program;
- accept any upgrade; or,
- use travel or accommodation arranged by Empire Life.

Taxation

As deemed by the Canada Revenue Agency, Program attendance for both the invitee and his or her companion is a taxable benefit and will be reported as such on the invitee's T4A. The value will be based on, but not limited to: transportation, accommodation, meals, cash allowances, and any other prizes and/or benefits provided for invitee and companion.

Disclosure

Remember, advisors are solely responsible for disclosing to clients any aspect of participation in Program qualification or attendance at the Program. If you qualify as an Individual advisor, to attend the Program you will be required to submit an acceptable sample of the disclosure notification you use with clients.

Continuing education credits

If you participate in business sessions you may be eligible for continuing education credits.





The Empire Life Insurance Company (Empire Life) is a proud Canadian company that has been in business since 1923. We offer individual and group life and health insurance, investment and retirement products, including mutual funds through our wholly-owned subsidiary Empire Life Investments Inc.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our mission is to make it simple, fast and easy for Canadians to build wealth, generate income, and get the insurance and group benefits coverage they need.

Follow Empire Life on Twitter @EmpireLife or visit our website, www.empire.ca for more information.

¹ *The Globe and Mail Report on Business Magazine*, June 2015, based on revenue

² As at May 19, 2015

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www.empire.ca info@empire.ca

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