

New Era Health Plans Inc.

An Independent National Marketing Organization

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Field Memo - July 2017

Commission Levels and QUALIFYING ANNUAL PREMIUM EXPECTATION (QAPE)

New Era Health Plans Inc. is establishing "Guidelines and Expectations" for Commission Levels offered on our underage Health Insurance Products underwritten and Administered by Philadelphia American Life Insurance Company (PALIC). These Guidelines and Expectations are being established to help the Upline Manager and the Contracted Producer enjoy and maintain the best possible relationship at the optimal commission level Validated through Personal or Team production.

Effective immediately we ask that TEAM Leaders adhere to these guidelines when Recruiting New Agents and setting Production Expectations. Actual production (Qualifying Annual Premium Expectation – QAPE) will be reviewed every QUARTER for both TEAM Leaders and Producers.

Producers and TEAM Leaders may ADVANCE themselves UPWARD in terms of commission ranking by meeting or exceeding Qualifying Annual Premium Expectation (QAPE) over a period of as little as 3 months with the recommendation of their upline TEAM Leader.

Conversely, IF after a reasonable period it becomes apparent that Qualifying Annual Production Levels (QAPE) are not being reached or maintained, New Era Health Plans Inc. reserves the right to adjust the commission level for TEAM Leaders or Producers DOWN to the commission level best suited for that TEAM Leader or Producer under these same guidelines.

It should be clearly understood that TEAM Leader contracts are granted with the expectation of meeting both Production and Recruiting expectations so our guidelines for certain levels include Qualifying Annual Volume AND Recruiting expectations.

The goal of establishing these Guidelines and Expectations is that every member of our Field Force enjoys the maximum benefit they deserve based upon fair and reasonable production expectations without partiality.

New Era Health Plan Commission Levels and Expectations: (see addendum's attached)

1. Writing Agent Contract – **(5C)** 10% HSP/HCS FYC Level – 15 paid applications per year*
2. Writing Agent Contract – **(5A)** 15% HSP/HCS FYC Level—25 paid applications per year*
3. Producing GA Contract – **(4B)** 17% HSP/HCS FYC Level—40 paid applications per year*
4. General Agent Contract—**(3C)** 20% HSP/HCS FYC Level—55 paid applications per year*
5. General Agent Contract—**(3B)** 22% HSP/HCS FYC Level—70 paid applications per year*

No Recruiting Expectation attached to any of these levels*

6. Master General Agent – **(2C)** 25% HSP/HCS FYC Level – Validation may be obtained by EITHER 100 paid applications annually OR \$250,000 (QAPE personally) + 3 producing sub agents.
7. Master General Agent – **(2B)** 27% HSP/HCS FYC Level – Validation may be obtained by EITHER 125 paid applications annually OR \$250,000 (QAPE personally) + 5 producing sub agents.
8. **Master General Agent – (2A)** 30% HSP/HCS FYC Level – Validation MUST be TEAM production equal to \$75,000 (QAPE) weekly or 1000 applications annually. (TEAM composition = 7 Producing sub agent's minimum)
9. **Marketing Group Level – (1B)** 32% HSP/HCS FYC Level –Validation MUST be TEAM production equal to \$125,000 (QAPE) weekly or 1,665 applications annually. (TEAM composition = 15 Producing subs agent's minimum)

Levels 6 & 7 may be Validated by EITHER personal production at a Leaders Conference Level OR by combining personal production and recruiting/Team Building.

Levels 8 & 9 may ONLY be Validated by Team Building (QAPE)

Agent's Understanding of Company Philosophy:

New Era Health Plans Inc. provides an outstanding opportunity for Agents/Brokers and Agency Builders to grow their business and take control of their financial future.

We are in this together – You; Our Marketing Organization and The Home Office.

To develop a culture of transparency and excellence we are setting these guidelines and expectations which allow everyone the opportunity to envision their future and grow their business with clarity. New Era Health Plans Inc. is an equal opportunity organization and shows no partiality based upon gender, race, religion or political affiliation.

Our focus is on Production; Quality of Business; Professionalism & Company Loyalty which will result in an outstanding experience for all involved.

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