

# Agency bonus incentive!



**Selling Balanced Funding = more funds for you.**

**With the launch of our new and improved balanced funding arrangement, we are pleased to announce an exciting bonus opportunity.**

For all Balance Funded new sales between January 1, 2024 and March 31, 2024, **earn an additional \$125 per contract.**

The \$125 bonus **is in addition to** the regular commission payment and all other applicable active small group bonuses.

## **Bonus Possible!**

### **Case in Point:**

Sell 100 Balance Funded contracts—earn an additional **\$12,500!**

## Rules of Engagement

- Business transferring from one product to another is not considered a new sale.
- Qualifying groups are covered with a Balance Funded Florida Blue Small Group product and have four or more contracts enrolled at the time of sale.
- This bonus is available in all counties in Florida.
- All Appointed Agents regardless of classification and all Contracted General Agents (CGA) are eligible for this bonus program.
- New sales are defined as any group where the group number has not been valid for 12 consecutive months; otherwise, the group is defined as a reinstate/re-enroll.
- This bonus will be based on eligible Balance Funded Small Group contracts payable through our compensation system effective January 1, 2024 through March 31, 2024.
- Only contracts that become effective during the bonus period will be considered payable as a part of this bonus.
- Bonus is calculated at the Satellite Office level for qualified new sales effective January 1, 2024 through March 31, 2024.
- Bonus payment will be made one time per contract.
- COBRA employees are included in the contact count and in the bonus calculation.
- This program is subject to all applicable contract/compensation terms and conditions.
- No advances will be paid for this program.
- To participate in this bonus program, an agency and all applicable selling agents must be licensed and appointed with Florida Blue and all affiliates offering Small Group products. Agency and Agents must also be so appointed at the time of new sales, and at the time of the bonus payment.
- Florida Blue reserves the right to modify or discontinue this program at any time.