



LOUDOUN MUTUAL

"A Tradition of Serving Virginians Since 1849"

PROUDLY ANNOUNCES: The Fifteenth Annual New Business Sales Promotion & Event

Loudoun Mutual is pleased to announce our Fifteenth economic stimulus package—also known as our annual sales promotion and agency appreciation extravaganza. The submission period will begin on June 1st and end on August 7th. Qualifying applications must have an effective date between May 25th and August 31st.

Rewrites of existing business, rollovers or Broker of Record letters are ineligible for contest credit.

All lines of business are eligible.

During the sales promotion, Loudoun Mutual will pay the following additional amount per application received that is subsequently issued as a policy:

1 to 10 apps total receive a bonus of \$20 per app
11 to 20 apps total receive a bonus of \$30 per app
21 to 30 apps total receive a bonus of \$40 per app
Over 30 apps total receive a bonus of \$50 per app

Examples: Submit 12 apps: $12 \times \$30 = \360 bonus; Submit 35 apps: $35 \times \$50 = \$1,750$

BONUS APPLICATIONS

***1 app:** Homeowner
***2 apps:** Dwelling, Mobile Homeowner, Umbrella
***3 apps:** Commercial Property, Farm Fire, Farmowner
***3 apps:** Dwelling over \$2,500
***5 apps:** Bed & Breakfast, House of Worship

In addition to the payment above, \$5 per application will be deposited into the kitty for a contest finale drawing to be held at our Annual Agents' Meeting. As of the date of this announcement, our Annual Agents' Meeting will be held again this year at **Wintergreen on October 7th & 8th**. To participate in the contest finale drawing and the social events on October 7th (including overnight accommodations), your agency must submit a minimum of **12** applications during the submission period. However, everyone is encouraged to attend the **October 8th** business meeting for which there is no minimum production requirement.

As part of our culture of caring and to show support for our policyholders and their local communities, Loudoun Mutual is committing an extra 5% of the bonus pool as a charitable contribution to be made to the Federation of Virginia Food Banks. To show our commitment we are making an initial donation of \$2,500 to help with current needs. Together, our success will be shared with less fortunate Virginians throughout the Commonwealth.

Contest Small Print: Monies will be paid to the Agency at the Annual Agents' Meeting. For each app, the agency name will be entered into the drawing. The more apps written by your agency, the better your odds of winning part of the kitty. Only one winner per agency.