LOUDOUN MUTUAL

A CULTURE OF CARING

PROUDLY ANNOUNCES

✶ The Twentieth Annual ✶

NEW BUSINESS SALES PROMOTION & EVENT

Loudoun Mutual is pleased to announce our Twentieth annual sales promotion and agency appreciation extravaganza. The submission period will begin on April 28th and end on July 27th. Qualifying new business must have an effective date between April 28th 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 point received that is subsequently issued as a policy:

***1 point:**	**Homeowner, Umbrella**
***2 points:**	**Dwelling Fire, Mobile Homeowner**
***3 points:**	**Commercial Property, Farm Fire, Farmowner, Bed & Breakfast**
***5 points:**	**Dwelling Fire new business over $2,500 premium, House of Worship**

1 to 15 points total receive a bonus of $20 per point
16 to 29 points total receive a bonus of $30 per point
30 to 42 points total receive a bonus of $40 per point
43+ points total receive a bonus of $50 per point

Examples: Submit 15 points: 15 X $20 = $300; Submit 43 points: 43 X $50 = $2,150

In addition to the payment above, $5 per point 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 15th & 16th**. To participate in the contest finale drawing and the social events on **October 15th** (including overnight accommodations), your agency must submit a minimum of **15** points during the submission period. However, everyone is encouraged to attend the **October 16th** business meeting for which there is no minimum production requirement. Additional information about the meeting, activities, and the drawing to come.

Contest Small Print: Monies will be paid to the Agency at the Annual Agents' Meeting. For each point, the agency name will be entered into the drawing. The more new business written by your agency, the better your odds of winning part of the kitty. Only one winner per agency. Overnight accommodations are limited and will be managed on a first-come, first-served basis. ***The agency must be present to win, and each agency/agency group can win only one time.***