# LOUDOUN MUTUAL

*"A Tradition of Serving Virginians Since 1849"*

PROUDLY ANNOUNCES:

# The Fourteenth Annual New Business Sales Promotion & Event

Loudoun Mutual is pleased to announce our Fourteenth annual sales promotion and agency appreciation extravaganza. The submission period will begin on April 29th and end on July 26th. Qualifying applications must have an effective date between April 22nd and August 30th. Rewrites of existing business, rollovers or Broker of Record letters are ineligible for contest credit.

**All lines of business are eligible.**

**For Homeowners, Mobile Homeowners, Dwelling Fire and Umbrella policies, the application must be submitted via upload to count.**

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

**1 to 19 apps total receive a bonus of $20 per app**

**20 to 39 apps total receive a bonus of $30 per app**

**40 to 59 apps total receive a bonus of $40 per app**

**Over 60 apps total receive a bonus of $50 per app**

**Examples: Submit 3 apps: 3 X $20 = $60 bonus; Submit 40 apps: 40 X $40 = $1,600**

## *BONUS APPLICATIONS*

***1 app: Homeowners • *2 apps: All other lines of business***

**This ain't a typo and we ain't crazy...we're trying to diversify our book with more profitable business!**

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. Our Annual Agents' Meeting will be held again this year at **Wintergreen on October 2nd & 3rd**. To participate in the contest finale drawing and the social events on **October 2nd** (including overnight accommodations), your agency must submit a minimum of **20** applications during the submission period. However, everyone is encouraged to attend the **October 3rd** business meeting for which there is no minimum production requirement. More information will follow at a later date….

**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 chance of winning part of the kitty. ***The agency must be present to win and each office can win only one time.***