# * The Seventeenth Annual * New Business Sales Promotion \& Event 

Loudoun Mutual is pleased to announce our Seventeenth annual sales promotion and agency appreciation extravaganza. The submission period will begin on May 2nd and end on July 31st. Qualifying applications must have an effective date between May 2nd 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 13 apps total receive a bonus of $\mathbf{\$ 2 0}$ per app
14 to 26 apps total receive a bonus of $\$ 30$ per app 27 to 39 apps total receive a bonus of $\$ 40$ per app $40+$ apps total receive a bonus of $\mathbf{\$ 5 0}$ per app

Examples: Submit 13 apps: $13 \times \$ 20=\$ 260$ bonus; Submit 45 apps: $45 \times \$ 50=\$ 2,250$

## Bonus Applications

## *1 app: Homeowner

*2 apps: Dwelling Fire, Mobile Homeowner, Umbrella
*3 apps: Commercial Property, Farm Fire, Farmowner, Bed \& Breakfast
*5 apps: Dwelling Fire Policy over $\mathbf{\$ 2 , 5 0 0}$, 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 5th \& 6th. To participate in the contest finale drawing and the social events on October 5th (including overnight accommodations), your agency must submit a minimum of $\mathbf{1 2}$ applications during the submission period. However, everyone is encouraged to attend the October 6th business meeting for which there is no minimum production requirement. Additional information about the meeting, activities, and the drawing to come.

