



# LOUDOUN MUTUAL

*"A Tradition of Serving Virginians Since 1849"*

**PROUDLY ANNOUNCES:**

## The Sixteenth Annual New Business Sales Promotion & Event

Loudoun Mutual is pleased to announce our Sixteenth annual sales promotion and agency appreciation extravaganza. The submission period will begin on May 3rd and end on August 1st. Qualifying applications must have an effective date between May 3rd 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 \$20 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 \$50 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, Mobile Homeowner, Umbrella
- \*3 apps:** Commercial Property, Farm Fire, Farmowner, Bed & Breakfast
- \*5 apps:** Dwelling over \$2,500, 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 6th & 7th**. To participate in the contest finale drawing and the social events on October 6th (including overnight accommodations), your agency must submit a minimum of **10** applications during the submission period. However, everyone is encouraged to attend the **October 7th** business meeting for which there is no minimum production requirement. There will be more about the meeting and the drawing 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 odds of winning part of the kitty. Only one winner per agency.