



# LOUDOUN MUTUAL

A CULTURE OF CARING

PROUDLY ANNOUNCES

## \* The Twenty-first Annual \*

# NEW BUSINESS SALES PROMOTION & EVENT

Loudoun Mutual is pleased to announce our Twenty-first annual sales promotion and agency appreciation extravaganza. The submission period will begin on April 27th and end on July 26th. Qualifying new business must have an effective date between April 27th 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 13 points total receive a bonus of \$20 per point*  
*14 to 28 points total receive a bonus of \$30 per point*  
*29 to 44 points total receive a bonus of \$40 per point*  
*45+ points total receive a bonus of \$50 per point*

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

In addition to the payment above, \$5 per point will be deposited into the prize pool 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 14th & 15th**. To participate in the contest finale drawing and the social events on **October 14th** (including overnight accommodations), your agency must submit a minimum of **13** points during the submission period. However, everyone is encouraged to attend the **October 15th** business meeting for which there is no minimum production requirement. Additional information about the meeting, activities, and the drawing to come.

**Contest Small Print:** Prize monies will be mailed to the winning agencies following the Annual Agent's Meeting. Each point earned equals one entry into the drawing. The more new business your agency writes, the greater your chances of winning a share of the prize pool. Only one prize per agency/agency group. Overnight accommodations are limited and will be assigned on a first-come, first-served basis. ***The agency must be present at the contest finale drawing to win.***