



CORNERSTONE  
L I F E

## Promotional Guidelines (FE)

### Manager

95-105% = \$15,000 per month personal production or \$250 PPL plus agents production totaling min. \$90,000 per month issued paid with average \$250 PPL for the managers agency.

### Agent level 1

90-100% = \$15,000 issued paid/month or \$250 PPL

### Agent level 2

85-95% = \$10,000 issued paid/month or \$167 PPL

### Agent level 3

75-85% = \$8,000 issued paid/month or \$133 PPL

### Agent level 4

70-80% = \$6,000 issued paid/month or \$100 PPL

- ***The production numbers are Issued Paid and are based on 15 leads per week.***  
***Lead Cost = \$26.00 per lead***
- ***Each Carrier and product will generally defer in commission percentages.***
- ***The Promotional Guidelines can be modified at any time by CornerstoneLife.***
- ***Each agent's production will be audited every two months and adjusted to qualifying level.***