

# Partnership Program Handbook



**Inc.  
5000**

2020 | [www.teamifg.com](http://www.teamifg.com)



# Voted Inc. 5000 Top US Company for 2020

In 2020, *Inc.* Magazine revealed that Innovative Financial Group is No. 1253 on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small businesses. Intuit, Zappos, Under Armour, Microsoft, Patagonia, and many other well-known names gained their first national exposure as honorees on the Inc. 5000. Receiving an award and recognition such as the Inc. 5000 is just another example and illustration of the hard work, dedication, and commitment that each individual agent at IFG has shown over the years. None of this is possible without each individual agent, broker, and agency owner at IFG!

**Inc.**  
**5000**

## Welcome Letter

Dear Partners,

I want to take the time to thank you for joining our Family and Team here at IFG. Our team is grateful and thankful for the opportunity to work and serve with you. Our commitment to our partners is to continue to provide industry leading support, technology, and infrastructure that focuses on simplicity and efficiency.

I left working for a small brokerage in Central Pennsylvania to build and create a company focused on transparency and value. These principles remain the core components of our mission statement. IFG has thousands of agents and agencies that make up our amazing team and can service clients and partners in all 50 states. Innovation is a new method, idea, or product. We define that in every sense of the word.

I first developed the Partnership Program to create solutions for issues that have plagued our industry. Debt liability and hierarchy restraint are deterrents that cause agents and brokerages to struggle with building the business they desire. I truly believe in collaboration and teamwork and the partnership program edifies and supports this. Limitation and restriction have now been solved. Please be sure to use the resources and guides we will provide to help you achieve the success you desire. Accountability and measure are critical to achieve success.

We are grateful to all our partners and look forward continuing to build a legacy we all will be proud of. On behalf of our entire team at IFG, welcome and thank you for giving us the opportunity to serve you.

Sincerely,

Tyler D. Rees



## Within the Program we have two types of participating carriers, Preferred and Secondary.

Preferred Carriers are carriers that advance 100% of the first year's commission. Secondary Carriers do not offer 100% advance, with most offering a 75% / 9-month advance.



### Preferred Carriers

Our Preferred Carriers offering 100% Advance are as follows:

American Amicable Life Insurance | Foresters | Life Mutual of Omaha  
 National Life Group | Oxford Life | Royal Neighbors of America | Trinity Life



### Secondary Carriers

Our Secondary Carriers are as follows:

- AIG\* (50% Advance)
- Allianz
- Americo
- ANICO
- Assurant
- Assurity
- Athene
- CFG
- Equitable
- Equitable National Life
- Fidelity & Guarantee
- Gerber
- Great Western
- Guggenheim
- Kansas City Life
- Lafayette Life
- Liberty Bankers Life\*
- Mutual Trust
- Nassau Re (Phoenix)
- National Western
- North American
- Prosperity
- Royal Arcanum
- Sagicor
- Sentinel Security
- TransAmerica
- United Home Life

\* Liberty Bankers Life holds and additional 10% of your advance in reserve account.

**Advance Cap:** New Agents on the Partnership Program will have an Advance Cap of \$2,000 per application for their first 180 days.



## Medicare Carriers

Our Medicare Carriers are as follows:

- Aetna
- Bankers Fidelity
- Cigna
- Greek Catholic Union
- Heartland National Life
- Pekin
- United Healthcare
- Anthem Blue Cross / Blue Shield
- Capital Life
- Equitable National
- Guarantee Trust Life
- Humana
- Puritan
- Wellcare



## U-65 Carriers

Our Under 65 Carriers are as follows:

- National General
- Manhattan Life
- United Health One



## Annuity Carriers

Our Annuity Carriers are as follows:

- American Equity
- Equitable
- Fidelity & Guarantee
- National Western
- Athene
- Equitrust
- Guggenheim



## Work Site Carriers

Our Medicare Carriers are as follows:

- CHUBB
- Colonial Life



## Qualifying for Tier Levels on the Partnership Programs based on a crediting system.

You will need to meet a certain amount of credits in order to reach each tier level.

**Keep in mind**, if you are not already enrolled in the program your credit total will be based on the last 12 months of your production, including anyone on your team who is also joining the program and excluding anyone who is not.

**Once enrolled in the program**, credits roll continuously from year to year and are a culmination of your personal productions as well as your team's productions. You may hit promotion requirements with any type of product, you just need to receive the necessary amount of credits per promotion. Below is a key you can use to determine the number of credits you have.

### Crediting System

- \$1,000 Issue Paid Life = 300 Credits
- \$1,000 Issue Paid Annuity = 10 Credits
- \$1,000 Issue Paid Colonial = 300 Credits
- \$1,000 Issue Paid Health / Med Sup = 30 Credits
- MAPD Enrollment = 125 Credits Each

### Tier System

**Executive Board: 10M Credits** = (\$33.34M Life / \$33.34M Worksite / 1B Annuities / 80,000 MA / 333.34M Medicare)

**Advisory Board: 3M Credits** = (10M Life / 10M Worksite / 300M Annuities / 24,000 MA / 100M Medicare)

**Tier 1: 500k Credits** = (\$1.67M Life / \$1.67M Worksite / \$50M Annuities / 4,000 MA / \$16.7M Medicare)

**Tier 2: 400k Credits** = (\$1.34M Life / \$1.34M Worksite / \$40M Annuities / 3,200 MA / \$13.4M Medicare)

**Tier 3: 300k Credits** = (\$1M Life / \$1M Worksite / \$30M Annuities / 2,400 MA / \$10M Medicare)

**Tier 4: 200k Credits** = (\$666.67k Life / \$666.67k Worksite / \$20M Annuities / 1,600 MA / \$6.67M Medicare)

**Tier 5: 150k Credits** = (\$500k Life / \$500k Worksite / \$15M Annuities / 1,200 MA / \$5M Medicare)

**Tier 6: 100k Credits** = (\$333.34k Life / \$333.34k Worksite / \$10M Annuities / 800 MA / \$3.34M Medicare)

**Tier 7: 50k Credits** = (\$166.67k Life / \$166.67k Worksite / \$5M Annuities / 400 MA / \$1.67M Medicare)

**Tier 8: 25k Credits** = (\$83.34k Life / \$83.34k Worksite / \$2.5M Annuities / 200 MA / \$833.33k Medicare)

**Tier 9: 15k Credits** = (50k Life / 50k Worksite / 1.5M Annuities / 120 MA / \$500k Medicare)

**Tier 10:** No Production Requirements

## Advances

Preferred Carriers pay a 12-month, **100% Advance** on issued paid business (See *Carrier Page* for more information.)

## Debt

Managers will not have roll up debt liability for their agents. Managers are only responsible for chargebacks on their overrides.



## Tier Bonuses

### Executive Board Bonus

Once qualified as a member of the **Executive Board**, you will receive:

- 5% of the life premium issued paid within the Partnership Program divided by each member
- 5% of the profitability of annuity, worksite, and health premium within the Partnership Program divided by each member.
- \$15 per MAPD enrollment within the Partnership Program divided by each member

*This bonus is paid weekly*

### Advisory Board Bonus

Once qualified as a member of the **Advisory Board**, you will receive:

- 2.5% of the life premium issued paid within the Partnership Program divided by each member
- 2.5% of the profitability of annuity premium within the Partnership Program divided by each member
- \$10 per MAPD enrollment within the Partnership Program divided by each member

*This bonus is paid weekly*

### Tier 1 Bonus

Once you qualify as a **Tier 1**, and help someone else on your team achieve a **Tier 1**, you will receive:

- 5% of the life premium issued paid within the Partnership Program, divided by the number of **Tier 1** promoters

*This bonus is paid weekly*

### Marketing Bonus

Partners will be **paid an additional 5%** of their issued paid business from the previous month during the first pay period of the month.

### Health Insurance

Once a partner has been with us for 90 days and has issued paid \$20,000 of life business, they would qualify for Health Insurance at our group rate:

- When a partner qualifies for a **Tier 3**, IFG pays 25% of the Health Insurance Premium
- When a partner qualifies for a **Tier 2**, IFG pays 35% of the Health Insurance Premium
- When a partner qualifies for a **Tier 1**, IFG pays 50% of the Health Insurance Premium



## By joining the Partnership Program, you receive several Exclusive Benefits!

Keep in mind, there is a **\$50 per week Admin / Tech Fee** which covers all of the benefits below!

### Payroll

**1. Commissions run Saturday to Friday then pay out the following Friday.**

For example, any commissions that came in from 9/19 to 9/25 will be paid out on 10/2.

**2. There is then a 3 day window for any adjustments that need to be addressed.**

This must be submitted before Wednesday at noon before payout that Friday.

**3. The monthly production and marketing bonus (5%) gets paid out the following week after the month ends.**

For example, September production bonus will be paid out 10/9.

### Health Insurance

Refer to the **"Bonus Guide"** page for more information on qualifying for our group health insurance plan.

### Back Office CRM System

One of the biggest pain points for a lot of agents and agency owners in our industry is having to login to each individual carrier portal to view production reports. One of the advantages that each member of the IFG family will have when joining the partnership program is access to our customized CRM system which will not only give you the ability to access your commission pay outs, but will also act as a one stop shop for most things you need when it comes to operating your business. You will see where you stand as far as moving up to the next tier level, how far you are away from your bonuses, and if you have a team, you will be able to see their production as well. We have tried to make the process of selling as easy and convenient as possible for you and we think this new CRM is going to be really beneficial for your business!

### E&O Coverage

Agents on the Partnership Program will be able to use our group E&O coverage.

### CSG Actuarial Quoting Software

This tool gives you access to all of our insurance carriers including Final Expense, Medicare Advantage and Medicare Supplements and will give you the exact pricing for each based on your zip code. It is the #1 quoting tool in the industry!

### Telesales Platform

Partnership Program Agents will receive access to our Telesales CRM which gives you the ability to sell over the phone!

### Medicare Enrollment Center (Sunfire)

Partnership Agents will have access to our one stop Medicare shop to plan quote and enroll your Medicare Advantage Clients!

# Your One Stop Shop

Auto, Home, Commercial, Medicare,  
Life & Retirement Planning



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