

## A Final Expense Lead Reimbursement Program with GPM Life

Government Personnel Mutual Life Insurance Company

### If the lead you purchase results in a placed<sup>1</sup> GPM Life Final Expense policy, you may be eligible for reimbursement!<sup>2</sup>

1. If you place<sup>1</sup> at least 5 policies during the calendar month, you will be reimbursed \$40 for each valid lead<sup>3</sup>.
2. If you place<sup>1</sup> 1 to 4 policies during the calendar month, you will be reimbursed \$20 for each valid lead<sup>3</sup>.

#### LEAD VENDOR

You may use any lead vendor you choose, but you must deal directly with, and pay the vendor you select. GPM Life does not produce lead lists, mail leads, nor do we have a connection with any vendor. We cannot deduct charges from your commission statement. Leads must result from solicitations for life insurance, either solely or in conjunction with other financial products, such as Long Term Care or Annuities.

#### LEAD REIMBURSEMENT

The valid lead<sup>3</sup> must be included with the request for reimbursement. The request must include the policy number and your agent number. Prior to any reimbursement, the policy must remain inforce 30 days. Reimbursements are paid mid-month for the prior month's qualifying policies.

### HOW do you **SUBMIT A LEAD** for **REIMBURSEMENT**?

<b>Best</b>	<b>TEXT</b>	<ol style="list-style-type: none"><li>1. Take a picture of the Lead with your phone or tablet</li><li>2. Caption the picture: LEAD REIM: POL#XXXXXX, AGT#6XXXXXXXX</li><li>3. Send to (877) 331-9747</li></ol>
<b>Better</b>	<b>FAX</b>	<ol style="list-style-type: none"><li>1. Scan a picture of the lead</li><li>2. Include the policy number and your agent number</li><li>3. Send to GPM Lead Reimbursement: (888) 305-4111 -or- (210) 357-2225</li></ol>
<b>Good</b>	<b>MAIL</b>	<ol style="list-style-type: none"><li>1. Send a copy of the lead</li><li>2. Include the policy number and your agent number</li><li>3. Mail to GPM Life: GPM Life Insurance Co., Marketing Dept. P.O. Box 659567 San Antonio, TX 78265-9567</li></ol>

Questions? Call our Marketing department at (800) 938-4765, ext. 4000

#### FOOTNOTES

<sup>1</sup> Place(d): Settled policy that remains inforce for 30 days

<sup>2</sup> To qualify for Lead Reimbursement, sales must average a minimum premium of \$500. Agents must be active and in good standing to earn the Lead Reimbursement. Determination of a valid lead, eligibility and qualification are within the Home Office's discretion, and are final.

<sup>3</sup> A valid lead is a lead generated from mail, or purchased from a lead service that provides internet, television or telephone generated leads. The lead must verifiably occur prior to the sale. NOTE: Reimbursement is for each valid lead. If multiple policies are sold from one valid lead, only one reimbursement is earned.

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Government Personnel Mutual Life Insurance Company | PO Box 659567, San Antonio, TX 78265-9567

