

2021 Loyalty Rewards Program



An exclusive rewards program
for American Equity agents



AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY®

2021 Loyalty Rewards Program

American Equity's 2021 Loyalty Rewards Program highlights the success of the company's top agents and provides them with access to exclusive rewards and benefits.

NEW FOR 2021

There are many exciting changes for the Loyalty Rewards Program in 2021, including a new level for agents.



Premier

The Premier level within the program is for agents who have reached \$1 million in qualifying premium. Becoming a Premier agent is a significant achievement and showcases a special level of growth and success within the company.



Elite

The Elite level is for agents who have reached \$2 million or more in qualifying premium. Becoming an Elite agent is an outstanding accomplishment and showcases you as the best of the best within the company.

Celebrating your success

We value your partnership with us and look forward to celebrating your achievements with you throughout the year. Your success is everyone's success.

Check out all of the benefits of the 2021 Loyalty Rewards Program, including:

Premier Loyalty Agents (\$1 million production levels)

- ☆ Opportunities to attend exclusive events
- ☆ FedEx shipping discount available

Elite Loyalty Agents (\$2 million + production levels)

- ☆ All of the benefits featured in the Premier agent level, **PLUS:**
- ☆ Opportunity to earn basis points on qualified premium in 2021 based on production

How it works

This program gives you the opportunity to earn basis points on qualifying premium in 2021 based on production.

Qualifying paid premiums are paid as follows:

Production	IncomeShield, Bonus Gold & Retirement Gold Basis Points	AssetShield & Destinations Basis Points
\$2,000,000.00 - \$4,999,999.99	25 bps	25 bps
\$5,000,000.00 - \$6,999,999.99	50 bps	30 bps
\$7,000,000.00 - \$9,999,999.99	75 bps	35 bps
\$10,000,000+	100 bps	50 bps

- Agents must have attained a qualifying production level of the above in paid premiums by Dec. 31, 2020.
- If the agent doesn't qualify based on 2020 production, they have an opportunity to qualify for the program by reaching one of the production levels in paid premiums in 2021.
- If the agent's production exceeds a qualification level, the agent will move to the next tier level and be paid retro basis points to dollar one earned.
- Loyalty Program payments will be paid March, May, July, September, November 2021 and January 2022.
- Payments for qualifying licensed only agents will be paid to the upline.



**Call Marketing at 888-647-1371
for more information.**



All business must be paid by December 31, 2021.
MYGA, SPDA, SPIA and Internal Rollovers are not eligible.
May require Broker Dealer approval.



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