



TO QUALIFY FOR CHAIRMAN'S CIRCLE IN 2016, ONE OF THE FOLLOWING CRITERIA MUST BE MET IN 2015:

Write at least \$3.5 million in personal lines direct written premium (excluding MAIP) with a two-year capped loss ratio of 55% or less; OR write at least \$2 million in voluntary commercial lines premium with a two-year capped loss ratio of 55% or less; OR achieve Admiral status in either market and write at least \$750,000 in the other market (voluntary business only if commercial lines is the other market). The two-year capped loss ratio must be 55% or less.

CHAIRMAN'S CIRCLE-LEVEL BENEFITS:

- *Co-op Advertising Dollars* – \$7,500 (new amount, same program and procedures)
- *Marketing Allowance* – \$5,000 (new!) To qualify, agency must grow private passenger vehicle count 2% over prior year OR grow commercial lines premium \$150,000 over prior year. Cash may be used at agency discretion toward marketing efforts but does not have to be used solely for advertising purposes.
- *Cash Award* – \$5,000
- *Education Reimbursement* – \$5,000
- *Profit Sharing* – 21% Bonus
- *Arbella Charitable Foundation Programs*
- *Annual Chairman Circle Celebration Trip*

ADDITIONAL BENEFITS FOR CHAIRMAN CIRCLE AGENTS

Priority consideration for the following services:

- Distractology 101 (based on availability)
- Group Marketing Assistance
- Producer Support Program
- Marketing Consulting Services

ADMIRAL'S CLUB

TO QUALIFY FOR ADMIRAL'S CLUB IN 2016, ONE OF THE FOLLOWING CRITERIA MUST BE MET IN 2015:

Write at least \$1.25 million in total personal lines direct written premium (excluding MAIP) with a two-year capped loss ratio of 55% or less, OR write at least \$1.25 million in voluntary commercial lines premium with a two-year capped loss ratio of 55% or less.

ADMIRAL'S CLUB BENEFITS:

- *Co-op Advertising dollars* – \$4,000 (new amount, same program and procedures)
- *Marketing Allowance* – \$3,000 (new!) To qualify, agency must grow private passenger vehicle count 2% over prior year OR grow commercial lines premium \$100,000 over prior year. Cash may be used at agency discretion toward marketing efforts but does not have to be used solely for advertising purposes.
- *Travel Award* – \$2,000
- *Profit Sharing* – 10% Bonus
- *Arbella Charitable Foundation Programs*

CAPTAIN'S TABLE

TO QUALIFY FOR CAPTAIN'S TABLE IN 2016, ONE OF THE FOLLOWING CRITERIA MUST BE MET IN 2015:

Write at least \$750,000 in personal lines direct written premium (excluding MAIP) with a two-year capped loss ratio of 55% or less, OR write at least \$750,000 in voluntary commercial lines premium with a two-year capped loss ratio of 55% or less.

CAPTAIN'S TABLE BENEFITS:

- *Co-op Advertising Dollars* – \$2,500 (new amount, same program and procedures)
- *Marketing Allowance* – \$1,500 (new!) To qualify, agency must grow private passenger vehicle count 2% over prior year OR grow commercial lines premium \$50,000 over prior year. Cash may be used at agency discretion toward marketing efforts but does not have to be used solely for advertising purposes.
- *Travel Award* – \$1,000
- *Marketing Consulting Services*

It's important to note that if the agency moves 5% or more of the written exposures to another carrier within the agency within the plan year, the agency will be ineligible for any recognition level.