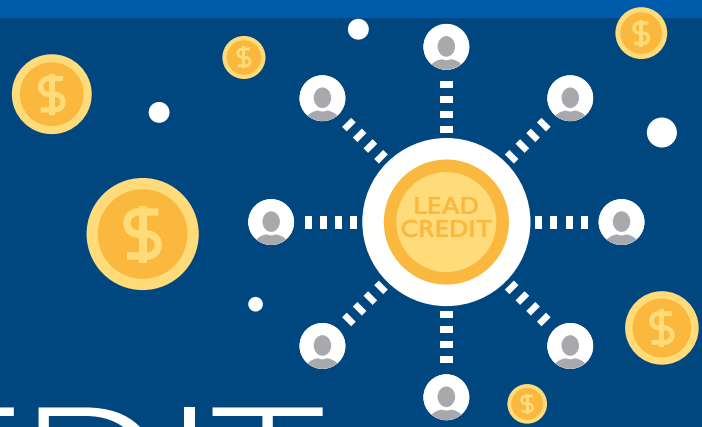


Security National

Family of Life Companies



FINAL EXPENSE LEAD CREDIT



About Lead Credit:

Security National Life (SNL) offers a company sponsored lead co-op program. The writing agent will receive 10% of their annualized premium in the form of a lead credit with SNL when:

- \$1,500 in annual premium is activated in a calendar month
- You can use credit to pay for up to 50% of your lead order
- Lead credit must be used with SNL's approved vendors found in Lead Store in LeadHub
- Unused credit will roll over from month to month, up to 9 months, capped at \$4000
- Annuity production is excluded from receiving lead program

Agents with less production may purchase leads at full price through LeadHub.

Agent must have at least \$150 in lead credit to use the lead credit. With less than \$150 lead credit, the agent must pay full price for any lead order.

Agents can check their lead credit balance in Agent Portal on the LeadHub dashboard.

Agents must have a 70% or better 1st year persistency (PI) to use lead credit

- Your PI can be found on the homepage of Agent Portal under the convention qualification.

No commission reduction to participate in lead program.

How to Order Leads:

Agents will order leads through the cart in Agent Portal. Use the **Order Leads** button on your LeadHub Dashboard.

1. Go to Lead Store within LeadHub and choose what type of lead you would like to purchase
 - a. Instant Leads are open inventory from multiple lead sources that you can access immediately
 - b. Campaign Leads are custom lead orders that will generate leads delivered to you once vendor completes your order
2. Follow the prompts in Lead Store on quantity, demographic selection, and geographic area
3. Once your lead selection is made click checkout and follow instructions on payment and applying lead credit

Recommended demographics for most areas:

- Ages 55 to 80
- Incomes of \$10,000 to \$50,000

For more information on how to purchase and retrieve leads, and to learn more about what leads may suit your needs click on the Knowledge Hub Library for video and written 'how to's.'