

## **Genworth Incentive program with Borden Hamman**

Dates for Incentive program:

Submitted Applications -- July 20 – Sept 30, 2009

Placed Cases -- Inforce at Carrier by Dec 31, 2009

In cooperation with Genworth, Borden Hamman will award Bonus Points in the BHA Loyalty Rewards program for Genworth cases based on the dates above.

There are multiple ways to earn bonus points (i.e. BHA Rewards) in this program:

1. Submitted Paper applications = 500 points
2. Submitted Electronic applications = 1000 points
3. Placed Case = 2000 additional points

All Genworth Life, Annuity **or** Long Term Care applications count for this program.

Bonus points will be awarded to the producer based on the normal BHA Loyalty Rewards guidelines (#2).

Electronic Applications are defined as applications that are either completed / transmitted electronically to BHA via the iGo system on the BHA website OR as applications that are completed via the Genworth Life Quick Request form & process.

Information on how the iGo system works as well as Genworth's Life Quick Request (LQR) process can be obtained through the Borden Hamman Marketing department.