

**2024  
COMMISSION  
BONUS  
PROGRAM**

# Get rewarded for growth with **Empire Life Guaranteed Investment Funds**

## Empire Life GIF Growth Commission Bonus program

Extended for 2024, earn a commission bonus for actively promoting the value of Empire Life Guaranteed Investment Funds (GIF) to new and existing clients.

**GIF Growth Commission Bonus: Your formula for higher commission.**

Total GIF Deposits x GIF Deposit Bonus Rate x Net GIF Growth Bonus Factor  
= GIF Growth Commission Bonus



The growth commission bonus is available on deposits made between January 2 to December 31, 2024

## Designed with advisors in mind

The opportunity for growth with the benefit of protection are key features of segregated funds<sup>1</sup> that can add value to many investment portfolios regardless of the market environment. The program is designed to reward advisors who actively promote the value that an Empire Life GIF product can provide a well-balanced portfolio while also providing outstanding service to keep existing GIF clients invested for the long term.

## Simple, fast and easy

Empire Life's GIF product offers a wide range of insurance guarantees, investment and purchase fee options making it easier for an advisor to develop a comprehensive product recommendation based on a client's needs analysis. In addition, selling Empire Life GIF has never been easier with non-face-to-face sales and additional deposits available through our Fast & Full<sup>®</sup> Investment Application and Additional Deposit Form.

## How does the Empire Life GIF Growth Commission Bonus program work?

100% of the bonus is payable directly to advisors to reward them for growing their GIF business and providing outstanding in-force service to existing Empire Life GIF clients. The program rewards successful advisors in two ways:

GIF Deposit Bonus Rate		Net Growth Bonus Factor	
A bonus commission is payable based on GIF gross deposits		The GIF Deposit Bonus Rate is multiplied by the Net Growth Bonus Factor to determine the total GIF Growth Bonus	
Deposits	GIF Deposit Bonus Rate	Ratio Formula (Gross Deposits – Redemptions) ÷ Gross Deposits	
\$0-\$99,999	0.00%	Net GIF Growth Ratio (result of formula)	Net GIF Growth Bonus Factor
\$100,000-\$499,999	0.25%	< 9% <sup>2</sup>	100%
\$500,000-\$999,999	0.30%	10%-19%	105%
\$1,000,000-\$1,999,999	0.35%	20%-29%	110%
\$2,000,000-\$2,999,999	0.40%	30%-39%	115%
\$3,000,000-\$3,999,999	0.45%	40%-49%	120%
\$4,000,000-\$4,999,999	0.50%	50%-59%	125%
\$5,000,000+	0.55%	60%-69%	130%
		70%-79%	135%
		80%-89%	140%
		90%-99%	145%
		100%	150%

### GIF Growth Commission Bonus formula

Total GIF Deposits

**x** GIF Deposit Bonus Rate

**x** Net GIF Growth Bonus Factor

= GIF Growth Commission Bonus

## Case Studies



Robert generated \$4,000,000 in segregated fund deposits into Empire Life GIF contracts in 2024. He also had \$1,700,000 in redemptions from Empire Life GIF contracts. Robert's segregated fund growth bonus will be calculated as follows:

- Deposits = \$4,000,000; resulting GIF Deposit Bonus Rate = 0.50% (based on chart)
- Redemptions = \$1,700,000
- Net Growth Ratio =  $(\$4,000,000 - \$1,700,000) \div \$4,000,000 = 57.5\%$
- Resulting Net GIF Growth Bonus Factor = 125% (based on chart)
- **GIF Growth Commission Bonus = \$4,000,000 x 0.50% x 125% = \$25,000**



Julia generated \$2,500,000 in segregated fund deposits into GIF contracts in 2024. She also had \$3,000,000 in redemptions from Empire Life GIF contracts. Julia's segregated fund growth bonus will be calculated as follows:

- Deposits = \$2,500,000; resulting GIF Deposit Bonus Rate = 0.40% (based on chart)
- Redemptions = \$3,000,000
- Net Growth Ratio =  $(\$2,500,000 - \$3,000,000) \div \$2,500,000 = -20\%$
- Resulting Net GIF Growth Bonus Factor = 100% (based on chart)
- **GIF Growth Commission Bonus = \$2,500,000 x 0.40% x 100% = \$10,000**

## Empire Life GIF Growth Commission Bonus program details and eligibility

<b>Eligible products</b>	GIF 75/75 GIF 75/100 GIF 100/100
<b>Eligible deposits<sup>3</sup></b>	Fast & Full Investment App Fundserv deposits via Wire Order Additional GIF deposits processed through the Empire Life My Advisor Dashboard Pre-Authorized Debit (PAD) Paper applications and deposits.
<b>Purchase fee options</b>	Front End Load (FEL) No Load (NL) – Advisor Charge Back F-Class/Fee for Service <sup>4</sup>
<b>Advisor eligibility</b>	Must have more than \$100,000 in gross GIF deposits for 2024
<b>Payment date</b>	January 2025

 To learn more, contact your Empire Life sales representative.

<sup>1</sup> Segregated Fund contracts are issued by The Empire Life Insurance Company ("Empire Life"). A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a segregated fund is invested at the risk of the contract owner and may increase or decrease in value.** Please read the information folder, contract and fund facts before investing.

<sup>2</sup> The Growth Ratio has a floor of 0%, so advisors who have a negative growth ratio will not have a negative Growth Factor.

<sup>3</sup> The campaign will pay a commission bonus on all eligible deposits received and processed into Empire Life Guaranteed Investment Funds contracts - GIF 75/75, GIF 75/100 and GIF 100/100 from January 2, 2024 at 12:01 a.m. (ET) to December 31, 2024 at 4:00 p.m. (ET). All existing recurring Pre-Authorized Debits (PADs) as of January 2, 2024 are eligible for the commission bonus.

<sup>4</sup> Any commissions in a F-Class/Fee for Service contract are negotiated by the client and the advisor/dealer and are paid by the client directly.

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