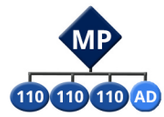
Levels of Leadership

MP — Managing Partner:
Has a minimum of 3 direct 110 Managers and 1 direct Agency Director (or higher).



SP — Senior Partner:
Has a minimum of 2 direct 110 Managers and 2 direct Agency Directors (or higher).

AP — Associate Partner:
Has a minimum of 1 direct 110 Manager, 2 direct Agency Directors (or higher), and 1 direct Agency Manager (or higher).

EVP — Executive Vice President:
Has a minimum of 3 direct Agency Directors (or higher).

SVP — Senior Vice President:
Has a minimum of 2 direct Agency Directors and direct 1 Agency Manager.

MVP — Managing Vice President:
Has 1 Agency Director and a minimum of 2 direct Agency Managers.

RAD — Regional Agency Director:
Has a minimum of 2 direct Agency Managers.

AD — Agency Director:
Has 1 direct Agency Manager.

AM — Agency Manager:
Minimum of $50k for 3 consecutive months and a minimum of 7 Sales Representatives (4 direct) for each qualifying month.

KL — Key Leader:
Minimum of $30k for 2 consecutive months and a minimum of 4 Sales Representatives (3 direct) for both qualifying months.

TL — Team Leader:
Minimum of 2 Direct Sales Representatives (for a total of 3 including yourself).

EP — Elite Producer:
Minimum of $40k for 2 consecutive months. Max case credit and minimum promotable premium apply.

TP — Top Producer:
Minimum of $25k for 2 consecutive months. Max case credit and mimimum promotable premium apply.

SR — Sales Representative:
1st family helped.

The SFG Levels of Leadership are separate from the SFG Promotion Guidelines. An agent's promotion from one commission level to the next is determined by factors as outlined on the SFG Promotion Guidelines. See Promotion Guidelines for more details.