

Swing!

Register Now

May 1 – Aug. 31, 2024

Take a swing at this incentive

With a minimum of 20 eligible product applications, any combination, submitted May 1 – Aug. 31, 2024, issued by Aug. 31, 2024, you can earn more in addition to your standard commission! Once you qualify, the bonus counts all the way back to your first eligible app. See complete rules and details below.



Tee-up coverage and drive your sales

Don't let your summer sales sag! Stay on course with this incentive that features top products in the UnitedHealthcare brand product portfolio underwritten by Golden Rule Insurance Company. It has the products to serve the different insurance needs of your clients. From TriTerm Medical and Short Term Medical to guaranteed issue indemnity products and supplemental ancillary like dental and accident, we make it easy to tee-up robust options for your clients to help drive well rounded coverage.

Plus, with this incentive you can make even more with select eligible product applications when your clients choose EFT as their monthly payment method. Golden Rule Insurance Company customers who pay using EFT tend to have better persistency than those who use credit card, which is better for you and them. Help ensure they keep the medical coverage they need by choosing EFT when submitting their application.

Eligible Products Underwritten by Golden Rule Insurance Co.	Bonus (with-EFT payment)	Bonus (non-EFT payment)
“Core”/ Medical		
TriTerm Medical Plans (TTM): Copay, Plan 80, Plan 100	\$700	\$500
TriTerm Medical Plans (TTM): Value, Hospital & Surgical	\$300	\$200
Short Term Medical (STM) (min. 12-month term ¹)	\$50	-
Short Term Medical (STM) (6-11 mo. Term ²)	\$50	-
Health ProtectorGuard (HPG) (“non-Guard” plans)	\$150	\$100
Hospital SafeGuard G.I. (HSGGI)	\$50	\$25
Supplemental Ancillary		
AccidentWise/Accident ExpenseGuard, ProGuard & ProGap	\$25	-
HPG Guard	\$25	-
Hospital Guard G.I. (HGGI)	\$25	-
AdvantageGuard	\$25	-
CriticalGuard/Critical Illness	\$25	-
Dental (all plans)	\$25	-

¹ Term length must be a minimum of 12 months (or 360 days for Short Term Medical Plan “A”s) to be eligible, or 11 months in SC only. ² 6-11 months equates to a minimum of 180 days (in states where available) but less than 360 days.

Product availability and designs vary by state. Check E-Store for product availability by state.

INCENTIVE PROGRAM RULES: To be eligible, the following requirements and conditions must be met and registration for this incentive is an acknowledgement and agreement to of all terms.

1. To be initially eligible for this incentive, you must be [registered](#) for the “Swing!” incentive.
2. Eligible product applications are those submitted online from May 1, 2024, through Aug. 31, 2024 and are for the following eligible products: TriTerm Medical Plans (excluding “Direct” plans), and all Short Term Medical Plans (>6 months/180 days term length; Any Short Term Medical consecutive plans (e.g. 2x6) will only have the first term count toward the incentive baseline and eligible applications.) Health ProtectorGuard, Hospital SafeGuard G.I., AccidentWise, Accident ExpenseGuard, Accident ProGuard, Accident ProGap, HPG Guard plans, Hospital Guard G.I., CriticalGuard/Critical Illness, AdvantageGuard, and Dental, all of which underwritten by Golden Rule Insurance Co.. All other products, and optional benefit riders do not count toward this bonus opportunity.
3. Applications that meet the following criteria will apply toward the incentive: (a) Applications from one of the eligible products listed above only; (b) Submitted between May 1, 2024 – August 31, 2024, and issued by Aug 31, 2024 for Short Term Medical and TriTerm Medical plans, and by Sept. 15, 2024 for all other eligible plans; (c) with a “paid to” date past the effective date; and (d) an effective date no later than Dec. 1, 2024 (e) meeting any other stated criteria to be eligible (e.g. baselines).
4. Baselines: To meet eligibility, the registered broker must submit and have issued at least 20 eligible product applications (any combination per the eligible products). When the minimum baseline number of qualified applications (submitted & issued) is met the bonus will pay starting with the first eligible application.
5. All eligible plans must be in force for a minimum of three months (90 days) after the effective date to count as “issued.” Coverage must be in force with premium payment current at the time of the incentive payout to be included.
6. Incentive will be paid over a series of rolling months and will not exceed six payouts. This schedule is designed to eliminate chargebacks and ensure proper payment on qualified plans. The Swing! Incentive monthly payout will begin in Sept. 2024 and run through Feb. 2025. Incentive payout only begins when the required incentive eligibility is met. Any broker registered for this incentive must have an active contract with Golden Rule Insurance Company and be in good standing at the time of payout to receive earned incentive.
7. Bonus follows the Assignment of Commission Form you have on file at the time the application is received, for each qualifying application.
8. These bonuses will be subject to a managing broker commission split, if applicable. Otherwise, applications cannot be split between brokers.
9. Bonuses are paid per broker, based on his or her personal production.
10. Qualification is based on production as broker of record.
11. Any separate applications of family members for the same product type count as only one application for this contest. (with the exception of TriTerm Medical for the state of MO)
12. Bonus is paid as described above.
13. Golden Rule Insurance Company reserves the right to make final judgment on contest qualifiers, modify terms or end this contest at any time without prior notification. Coverage that is withdrawn or does not meet the terms listed in these rules will not count toward the baseline and/or contest bonus.
14. Any required disclosures to brokers’ clients are brokers’ sole responsibility. A bonus is considered indirect compensation and will be reported as appropriate under the Consolidated Appropriations Act, 2021.
15. This contest is intended for the specified contracted and appointed brokers.
16. Select Key and FMO contracted agencies may not be eligible.
17. Bonus is taxable income and will be reported on an IRS MISC 1099.