



Builder4Life

12+ Consecutive Month Executive Directors



All Recruits **DOUBLED** April 18 - 30, 2021!

April-September 2021

Build Right! Focus on Power Team Double Digit Recruiting!

Get Rewarded Each Month!

Level 1: 10 Power Team Recruits + \$1,000 Network Power Team Premium = **\$1,000**

Level 2: 20 Power Team Recruits + \$2,000 Network Power Team Premium = **\$2,000**

Level 3: 30 Power Team Recruits + \$3,000 Network Power Team Premium = **\$3,000**

Level 4: 40 Power Team Recruits + \$4,000 Network Power Team Premium = **\$4,000**

Level 5: 50 Power Team Recruits + \$5,000 Network Power Team Premium = **\$5,000**

Lifetime Retention Multiplier

Build right, retain your members, and you can be rewarded!

Organizational Retention	Multiplier
73%-76.99%	Earn an Additional 20%
77%+	Earn an Additional 40%

New Leader Development Bonus

Maintain Platinum all six months and receive a **25% MATCHING BONUS** on **ALL BONUSES EARNED IN YOUR ORGANIZATION** from associates who have achieved Executive Director for the first time in the last 24 months.*

* Eligible Platinum Executive Directors must Performance Club Qualify and have double digit Power Team recruiting each month during the contest to be eligible for the New Leader Development Bonus.



THE DETAILS:

EXAMPLES:

Example 1: An associate is a 12 consecutive month Executive Director on April 1st and maintains their Executive Director Qualification for all 6 months. They earn the Level 1, \$1,000 bonus each month and their retention is 68%. Their total bonus earned would be \$6,000 ($\$1,000 \times 6 \text{ months} = \$6,000$).

Example 2: An associate is a 12 consecutive month Executive Director on April 1st and maintains their Executive Director Qualification for all 6 months. They earn the Level 2, \$2,000 bonus each month and their retention is 74%. Their total bonus earned would be \$14,400 ($\$12,000 \times 1.2 = \$14,400$).

Example 3: An associate is a 24 consecutive month Executive Director on April 1st and maintains their Executive Director Qualification for all 6 months. They earn the Level 5, \$5,000 bonus each month and their retention is 77%. Their total bonus earned would be \$42,000 ($\$30,000 \times 1.4 = \$42,000$).

THE RULES:

- All associate agreements must pay the current associate fee.
- All associates must be tied to an active LegalShield Membership.
- All Power Team Executive Directors qualifying for bonus must be PC Qualified each month of the incentive period.
- To be eligible for these bonuses, all Executive Directors must be Executive Director Qualified for 12 consecutive months on April 1, 2021. Associates Executive Director Qualified for less than 12-months are eligible for the bonuses on a separate flier for Executive Directors "less than 12 consecutive months."
- All premium written and recruits will only be counted once and attributed to only the first qualified Power Team Executive Director.
- Must maintain Power Team Executive Director throughout the incentive period to be bonus eligible.
- New Power Team Executive Directors created during the incentive period will be excluded from your bonus calculation.
- Associates who meet all qualifications but do not have double-digit recruiting, will not earn a bonus for that month. But, if the following month they do, then they are eligible to earn a bonus for that month. Each month is calculated separately.
- Bonuses are tallied each month and paid once associate meets 6-month qualifications.

- Associates can qualify for different bonus levels throughout the incentive period.
- To receive the Builder4Life Bonus qualifiers must have the following organizational retention rate:
 - 6-month rolling of 77% + **AND**
 - 12-month rolling of 65% +
- Eligible Platinum Power Team Executive Directors must be Builder4Life bonus qualifiers who Performance Club Qualify and have double digit Power Team recruiting each month of the contest to be eligible for the New Leader Development Bonus.
- The New Leader Development Bonus is paid to only the first qualified Platinum Power Team Executive Director.
- Final retention calculation will be determined on November 1st, 2021.
- General Agents and Professional Sellers will be able to participate in the Builder4Life promotion as long as they have the necessary sales and/or legs to be at the Executive Director level (as a regular associate would need to have). GAs must also subscribe to LegalShield Advantage (LSA) like all other associates to be eligible for contests and incentives.
- If the Business Health Index shows a future potential issue, such as a large number of upcoming cancellations, the bonus can be held for up to 45 days.
- Any activity deemed a manipulation of bonuses will be reviewed, and bonuses can be withheld.
- [See the complete incentive guidelines.](#)

WHAT IS A POWER TEAM?

Power Team Executive Director: An Executive Director who is currently qualified for three consecutive months.

Power Team: Your Power Team is your entire organization (including your personal production), not including any business written under a Power Team ED.

Network Power Team Premium: All Network premium written in your Power Team, including personal Network premium (premium under a Power Team ED would not be included in this total).

Network Power Team Recruits: All recruits (personal and organizational) in your Power Team (recruits under a Power Team ED would not be included in this total).

By participating in any LegalShield incentive or bonus program and to receive benefits, cash or otherwise, the associate agrees to have his/her full name, associate title, level, or standing published and recognized in LegalShield marketing materials, whether oral, written, or electronic. LegalShield reserves the right, in its sole discretion, to review all incentives and bonuses, business submitted or activity, and where necessary, in its sole discretion, delay or stop payment of any bonus, to chargeback bonuses when appropriate, and to amend or revoke this incentive, or any part thereof, at any time. Please refer to your Associate Agreement and Policies and Procedures for details on incentives, bonuses, or compensation. No guarantee or promise of increased income or business is implied. Individual results and success as an independent sales associate depends on individual effort and abilities. For statistics on actual earnings please review the Income Disclosure Statement at opportunity.legalshield.com.

