

Make 2024 Remarkable

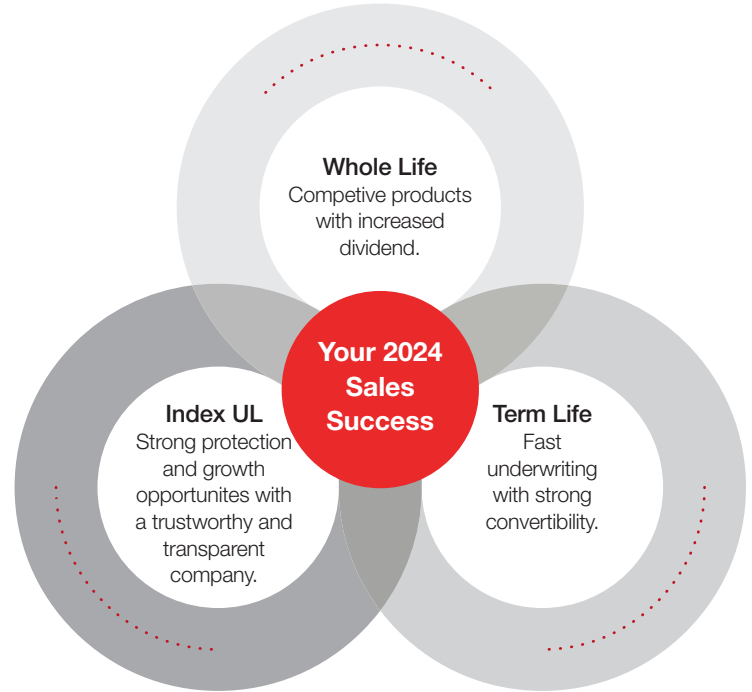
2024 Fast Start Sales Contest

Jan. 1 – March 31

2023 was a success. Let's make 2024 even better.

You serve your clients in remarkable ways every single day. While you reflect on your accomplishments in 2023, we are proud that our new and enhanced products helped you reach your sales goals. Now, as you begin to set your 2024 goals, we are here to help you get started fast and to make it fun – here's a sales contest for extra motivation.

Let's focus on both our strengths. **You** offer your clients best-in-class service and financial strategies while **Ameritas** offers strong products to help you protect your clients while doing so.



Earn Points

During the first quarter, earn points for your life insurance sales. Each point will get you closer to winning a **ReMarkable**. This paper tablet will replace your notebooks and documents. "It's paper, with magic powers" and will help you stay on track to meet your 2024 goals.



Whole life insurance	3
Universal life insurance including IUL	2
Term life insurance	1

Prize Categories*

We will award winners by the below categories across all distribution channels. The more points you earn the more entries you will receive in the drawings.

Categories	Number of Winners
Agency and Advisor Distribution (most points in each region)	12
Independent Distribution drawing	2
DI Sales and Distribution (top two)	2
Ameritas Growth Leaders (top two)	2
All Distribution drawing	8

Ameritas is positioned to be a company you and your clients can trust for the long term. A company you want to continue to do business with. **On your mark, get set, now go be remarkable.**



* In New York, winners will receive a \$250 VISA gift card.

Contest is available to all financial professionals. Financial professionals must be in good standing with Ameritas to be eligible. "Good standing" will be determined by Ameritas in its sole discretion. If an application is split with another financial professional(s), the points will be based on the percentages of the commission split. Certain distribution channels, must be published to win. All business must be paid by Mar. 31, 2024. Financial professionals may only win once. No substitutions will be offered. A life insurance policy must be paid during the contest period. Variable universal life insurance is excluded. Term conversion cases are included. Focus 10 Life and list bill cases are counted as 20% for every life. If an application is split with other financial professional(s), the application count is based on the percentage of commissions split.

Life insurance products are issued by Ameritas Life Insurance Corp. In New York, life insurance products are issued by Ameritas Life Insurance Corp. of New York. Policy and riders may vary and may not be available in all states. Guarantees are based on the claims-paying ability of the issuing company.

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