

BHC PROGRAMS APPLICATION

COMPLETE & FAX TO 775-205-9247
OR SCAN & EMAIL TO: programs@bhcmktg.com

Producer Name:	
Business City & State:	
Business Telephone:	
Business Email:	

SHIPPING ADDRESS FOR BOOKLETS:
Street Address / PO Box:
City, State, Zip:

PLEASE SELECT YOUR PROGRAMS BELOW. FOR OPTION TO CHANGE GPS PROFILE - SEE PAGE 2.

Rx Website

GPS PASS

PLEASE READ BEFORE PLACING GPS ORDER

BHC GUARANTEES THAT THE NAMED PRODUCER WILL RECEIVE GUARANTEED PROSPECTS TO SEE ("GPS") WITH QUALIFYING INFORMATION FOR BUSINESS SUBMITTED AND/OR THE MONEY REMITTED TO BHC. IF AT LEAST 15 GPS LEADS ARE NOT FURNISHED WITHIN A REASONABLE PERIOD OF TIME, BHC WILL DO ANOTHER GPS MAILING IN A ZIP CODE THAT IS MUTUALLY ACCEPTABLE TO PRODUCER AND BHC. A SUBSEQUENT MAILING OF 1000 LETTERS TO A ZIP CODE MUTUALLY AGREED TO BY PRODUCER AND BHC WILL BE DONE BY BHC AT NO COST TO PRODUCER WHEN \$200,000 IN ANNUITY FROM APPROVED CARRIERS AND/OR MONEYGUARD RESERVE SALES OR \$20,000 IN TARGET LIFE PREMIUM IS SUBMITTED WITHIN 90 DAYS FOLLOWING THE INITIAL, OR ANY SUBSEQUENT, GPS MAILING. INITIAL FULFILLMENT MATERIALS PROVIDED AT NO CHARGE.

TAP

PLEASE READ BEFORE PLACING TAP ORDER

BHC WILL SUPPLY INFORMATION FOR THE 401(K) PLANS OF BUSINESSES IN THE ZIP CODE(S) SELECTED BY PRODUCER. THIS INFORMATION IS TAKEN FROM THE FORM 5500 FILED ANNUALLY BY EMPLOYERS SPONSORING 401(K) PLANS. BHC ASSUMES NO RESPONSIBILITY FOR THE ACCURACY OR COMPLETENESS OF THE 401(K) DATA SUPPLIED. BHC WILL MAKE AVAILABLE TO PRODUCER A PUBLICATION TITLED "TAPPING INTO YOUR 401(K) MONEY BEFORE RETIREMENT" WRITTEN BY SHELBY SMITH AND WHET SMITH. THE PRODUCER MAY, AT HIS/HER ELECTION, WRITE A REVIEW OF THE PUBLICATION TO BE PUBLISHED ON THE BACK COVER ALONG WITH THEIR NAME, CITY AND STATE. BHC RESERVES THE RIGHT TO TERMINATE THE PRODUCER FROM THE PROGRAM AT ANY TIME UPON NOTICE. NO REFUND WILL BE MADE FOR PUBLICATIONS PERSONALIZED AND PRINTED BY BHC. BHC RESERVES THE RIGHT TO REFUSE PARTICIPATION TO ANY PRODUCER.

ROTH

PLEASE READ BEFORE PLACING ROTH ORDER

BHC WILL USE ITS BEST EFFORTS TO GENERATE QUALIFIED PROSPECTS FOR ROTH IRA CONVERSIONS FOR PARTICIPATING ADVISORS & PRODUCERS. AT LEAST 1000 DIRECT MAIL LETTERS WILL BE SENT TO THE ZIP CODES INDICATED ABOVE SOLICITING PERSONAL & FINANCIAL INFORMATION IN EXCHANGE FOR A GUIDE TO ROTH IRA CONVERSIONS. THE TARGETED MAILING LIST WILL CONSIST OF HOMEOWNERS AGES 55 THROUGH 75 WITH ANNUAL INCOMES OF \$60,000 OR MORE. IN ADDITION TO FURNISHING THE COMPLETED INFORMATION SURVEY RETURNED BY RESPONDING PROSPECTS, BHC WILL ALSO PROVIDE THE COMPLETE MAILING LIST AT NO ADDITIONAL COST. A SAMPLE OF THE LETTER SENT AND SURVEY USED WILL BE FURNISHED BY BHC UPON REQUEST OF THE PARTICIPANT. DUE TO THE NEWNESS OF THE PROGRAM, BHC CANNOT GUARANTEE A GIVEN NUMBER OF QUALIFIED PROSPECTS.

BHC P.A.I.D. Code		BHC Marketing Rep	
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BHC PROGRAMS APPLICATION

PAYMENT METHOD:

<input type="checkbox"/> Qualifying Business	\$	Carrier:
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GPS or ROTH Only: "NO Business Submitted" - \$799 (non-refundable)

Credit Card **Use Credits from my BHC Expense Reimbursement Account**

Credit Card Information	
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	Security Code (last 3 digits on back):
<input type="checkbox"/> American Express	Security Code (4 digits on front):
Card Number:	Exp. Date:
Billing Address:	
City, State, Zip:	

GPS PROFILE CHANGES:

Current profile used for GPS with guarantee: AGE: 60 to 70 --- INCOME: \$40,000+ --- Homeowner

TO MAKE CHANGES TO THE PROFILE, COMPLETE & SIGN BELOW (may void guarantee):

Change age: min to max Change Minimum Income to: \$

Other:

Use the zip codes I've provided even if research reveals they are unacceptable to BHC.

Please enroll me in the selected Program(s). If Credits will be used as payment, BHC Marketing may redeem my Credits for the cost of the selected Program(s). **I understand that if I made changes to the above current profile, results cannot be guaranteed.**

Agent Signature: _____ **Date:** _____

All Tier One Life & Annuity	LEVEL 1	LEVEL 2	LEVEL 3
Annuity Premium:	\$75K	Additional \$75K	Additional \$50K
Life: Target Premium	\$5,000 (Paid Premium)	\$10,000 (Paid Premium)	\$15,000 (Paid Premium)
	1 GPS Rx Site	1 GPS Rx Site	PASS

To Continue in Programs...

GPS: \$200K submitted annuity or \$20K paid target life earns 1,000 letter mailing.
GPS + PASS: \$275K submitted annuity or \$27K paid target life earns 1,000 letter mailing and INCLUDES appointment setting.

GPS: At least 15 qualified Prospects to See (if less than 15 rec'd, one additional mailing sent at no charge) plus mailing list.

TAP: 401(k) mailing and employer plan data.

ROTH: 1000 letters mailed & list furnished... no guarantees.

RetireRx: Free for 90 days: Business required thereafter or \$100/mo (limit 3 months)

***E&O:** BHC pays for E&O if business ≥ \$200K. BHC sponsored E&O only (no 3rd party reimbursement)

AGREEMENT COVERING DIRECT MAIL PROGRAM AT BHC

In consideration for fixed annuity & life insurance business, or cash payment in an amount stipulated by BHC Marketing, Ltd (hereafter referred to as "BHC") and _____ (herein after referred to as "Producer"), enter into this Agreement for Direct Mail Program ("Program"). The terms and conditions follow:

1. BHC will, in consultation with the Producer, approve the zip codes for the mailing to be provided to the Producer. If BHC disapproves of the zips but Producer desires to use them anyway, no guarantees for returned responses will be made by BHC.
2. BHC agrees to make available to the Producer at no cost a limited number, generally fifteen (15) copies, of the fulfillment materials per 1,000 letters mailed. BHC will permit Producer to write a short review for the back cover of the fulfillment material. Such review, if any, shall be approved by BHC. Producer's name and city/state may be listed below the Producer's review; however, no other information is permitted below the Producer's review without BHC's approval.
3. Producer agrees not to change or in any way alter the fulfillment materials and further agrees not to claim authorship for fulfillment materials.
4. Producer agrees to use best efforts to deliver, mail or otherwise present the fulfillment materials to mail recipients.
5. Producer agrees and understands that no product(s) sales or solicitations should be attempted or completed when the fulfillment materials are delivered. At the first meeting it is permissible for the Producer to inform the other party they can be available to answer questions and that their feedback on the material is welcome.
6. The Producer should divulge to the mail recipient that they are the holder of an insurance license and if applicable also a securities broker or hold other professional licenses. It is also permissible for the Producer to leave a business card, company brochure or other information explaining or presenting the Producer's services.
7. BHC does not guarantee to the Producer any sale of an insurance, brokerage, mortgage or other products incident to this Program.
8. It shall be the sole responsibility of Producer to adhere to state insurance laws, regulations and policies, all consumer protection laws and all policies & procedures of other regulatory authorities having jurisdiction over their business.

The Producer acknowledged agreement to the foregoing terms and conditions by executing and dating in the below-provided spaces.

ACCEPTED BY:

Printed name of Producer

Date

Signature of Producer

E-mail address of Producer