

American Equity

Loyalty Rewards Program



American Equity's Loyalty Rewards Program highlights the success of the top producers and unlocks access to exclusive rewards and benefits. Now, with five levels to supercharge your earnings. As you advance through the tiers, you will receive all the benefits from prior tiers, plus more.



Premier

Qualifying Production Level

\$1,000,000 - \$1,999,999 = 25 bps

Build your business on your terms with 24/7 self-service capabilities.



Premier+

\$2,000,000 - \$4,999,999 = 50 bps

Experience the advantages of Premier, coupled with the opportunity to tap into American Equity's expertise to help you expand your business by leveraging technology solutions and cutting-edge platforms.



Silver Elite

\$5,000,000 - \$6,999,999 = 100 bps

As an esteemed partner, you'll have the opportunity to qualify for access to **unique, exclusive events** hosted by American Equity, and designed to help propel your business to even greater heights.



Gold Elite

\$7,000,000 - \$9,999,999 = 125 bps

Enjoy priority servicing through a **dedicated concierge service team** that thoroughly understands you and your business. Additionally, your agency office staff will have the opportunity to join a training event tailored specifically to their needs in helping your business thrive.



Platinum Elite

\$10,000,000+ = 150 bps

Your outstanding accomplishments are further recognized when you attain the Platinum designation. Earn our **highest rewards payout** and the opportunity to gain access to invitation-only top producer events.

**Supercharge
Your Earnings**

The higher you rise in the tiers, the more you earn financial rewards and peer recognition. Together, we celebrate your yearly achievements — your success is everyone's success.

How it Works

This program gives you the opportunity to earn basis points on qualifying premium, based on production.



Premier | Qualifying Production Level

Production	Basis points for Qualifying Annuity Paid Premium
\$1,000,000 – \$1,999,999	25 bps



Premier+

Production	Basis points for Qualifying Annuity Paid Premium
\$2,000,000 – \$4,999,999	50 bps



Silver Elite

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Gold Elite

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Platinum Elite

Production	Basis points for Qualifying Annuity Paid Premium
\$10,000,000+	150 bps

- Producers must attain a qualifying production level in paid premiums by December 31, 2024, to receive benefits in the current year. Producers retain Loyalty Rewards status through the following calendar year.
- If the producer's production exceeds a qualification level, the producer will move to the next tier level and be paid retroactive basis points to dollar one earned.
- Loyalty Program payments will be paid March, May, July, September, November 2024 and January 2025.

Call sales support at (888) 647-1371 for more information.

All business must be paid by December 31, 2024. SPDA, SPIA and additional premiums outside of the first contract year are not eligible. Internal policy replacements that are inside of surrender charge period are not eligible. May require Broker Dealer approval. American Equity reserves the right to change the program at any time. You must have an active contract with American Equity and be in good standing to receive a payment. Payments for qualifying licensed-only agents will be paid to the upline. In consideration of travel incentive programs and/or any production-based incentives, top priority should be given to your clients' financial circumstances, objectives, and needs. Incentive programs should not be used as the basis for determining suitable products for your clients. Annuities offered by American Equity Investment Life Insurance Company®. For Producer Use Only. Not for use in solicitation or advertising to the public.



AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY®

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