

Promotion period: March 1 to April 30, 2024.

Join our 150 Salebration!

A milestone worth celebrating (and \$150)

Foresters Financial™ is 150 years old this year and it's time to celebrate with a special sales promotion!

During our 150 Salebration you'll have the opportunity to earn \$150. And it's soooooo simple to qualify.

All it takes is 3 apps

Submit and settle just 3 apps during the promotion period¹ to earn your **\$150 anniversary reward**. Both Foresters and Canada Protection Plan apps count.

Each application must have a minimum annual premium of \$600 to qualify. Applications must be submitted between March 1 and April 30, 2024 and settle by 6 p.m. ET on June 30, 2024 to be eligible.

It's that simple!

Our product portfolio makes it easy to qualify!

Whether it's competitively priced term coverage, affordable whole life protection or no medical and simplified issue life insurance, **we have the products to meet your clients' unique needs.**

And it all counts to helping you qualify during our 150 Salebration! **Don't miss this opportunity.**

We're here to help
Contact your Regional Vice President for more information.



¹Promotion open only to advisors of participating MGAs, as determined by Foresters and Canada Protection Plan, who sell insurance products offered by The Independent Order of Foresters (term life insurance, Advantage Plus) and the following products offered by the Foresters Life Insurance Company: Non-Par Whole Life, Live Well, Live Well Plus, A-Z Life Coverage, CI Insurance, Express Elite Term Insurance, Advisor's 13-month persistency must be above 75% as determined by Foresters at the close of the Promotion Period (defined below), to be eligible to receive a 150 Salebration Reward. Each application must have a minimum annual premium of \$600 to qualify. Only applications submitted during the Promotion Period of March 1 to April 30, 2024 and settled by 6:00 p.m. ET on June 30, 2024 will be eligible. Participating advisors must have a valid broker code with Foresters and/or Canada Protection Plan and the advisor code must remain in force and in good standing until the 150 Salebration Promotion reward is paid out. Reward will be paid after June 30, 2024. There will be no pro-rating of qualification requirements for advisors who contract with Foresters during the qualification period. Qualification criteria cannot be transferred from one advisor to another. Applications with split commissions will be credited based on the percentage split. Where the involvement of an advisor in a split case is solely to provide leads to another advisor, Foresters reserves the right to only pay the bonus to the writing agent. All participating advisors must maintain an acceptable quality of existing business as solely determined by Foresters. All advisors must follow industry and regulatory guidelines and laws in respect of Fair Treatment of Customers, including disclosure to their clients regarding participation in the 150 Salebration Promotion. It is the advisor's responsibility to ensure that the product meets the consumer's insurance needs.

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