



BRIDGE® KEEPS GETTING BETTER – NEW 3-APP CASH BONUS OPPORTUNITY

Earn up to an extra \$4,500 on your next three issued cases of Bridge® with our limited-time Bridge® Bucks offer for apps submitted by 12/31/23.

BRIDGE® BUCKS

Earn up to **\$4,500 CASH BONUS!**

+1% commission special
Through 12/31/23

SUBMIT APP

1 GET AN EXTRA \$1,000

SUBMIT APPS

2 GET AN EXTRA \$1,500

SUBMIT APPS

3 GET AN EXTRA \$2,000

And that’s not all! We’re extending our 1% commission special through the end of the year. There’s never been a better time to tell your clients about Bridge® by EquiTrust.

Consider the possibilities!

		STANDARD	ENHANCED	ENHANCED PLUS	
Case issued	Premium	8% MGA Commission ¹	1% Commission Special	Bridge® Bucks	Total
Case 1	\$100,000	\$8,000	\$1,000	\$1,000	\$10,000
Case 2	\$100,000	\$8,000	\$1,000	\$1,500	\$10,500
Case 3	\$100,000	\$8,000	\$1,000	\$2,000	\$11,000
Total	\$300,000	\$24,000	\$3,000	\$4,500	\$31,500

Rules and details

1. Applies to applications received at EquiTrust between July 1, 2023, and December 31, 2023.
2. Contracts must be issued by January 31, 2024.
3. Commission special will be paid by the 15th of the following month of each applicable issued case.
4. Commission special will be paid via a commission adjustment to bank account on file.
5. Only one bonus is paid for an individual client.
6. For split cases, the commission specials will follow the commission split.
7. EquiTrust may terminate this offer at any time.

¹8% MGA commission assumes a client issue age of 75 or below

Bridge® contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(11-21). Long-Term Care Rider issued on ET-LTC(04-22). NeverStopSM Wellness Rider issued on ET-WEL(11-21). EquiTrust does not offer investment advice to any individual or agent/producer and this material should not be construed as investment advice. Products underwritten, issued and distributed by EquiTrust Life Insurance Company, West Des Moines, Iowa. EquiTrust.com. For Producer Use Only.