

BHC PROGRAMS APPLICATION

COMPLETE & FAX TO 775-205-9247

OR SCAN & EMAIL TO: programs@bhcmarketing.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 – SEE PAGE 2 FOR MULTIPLE SELECTIONS

Rx Website

GPS

Provide at least 3 zip codes:

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

Provide at least 3 zip codes:

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

Provide at least 3 zip codes:

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

5-24-2010

BHC PROGRAMS APPLICATION

Payment Method --- 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:	

Please enroll me in the selected Program(s). If credit card or Credits will be used as payment, BHC Marketing may charge my credit card or redeem my Credits for the cost of the selected Program(s). BHC reserves the right to return your money for any reason it deems appropriate.

Signature: _____ Date: _____

SPECIAL:	\$35K	\$50K	\$75K	\$150K	\$200K
Annuity FT & OMFN	<u>Choose One:</u> GPS TAP Rx	<u>Rx plus</u> <u>Choose One:</u> GPS TAP ROTH	<u>Rx plus</u> <u>Choose One Pair:</u> GPS & TAP ROTH & TAP	<u>Rx and E&O*</u> <u>plus</u> <u>Choose One Pair:</u> GPS & TAP ROTH & TAP	All Programs FREE plus E&O*
Annuity:		\$50K	\$75K	\$150K	\$200K
Life:		\$5000	\$7500	\$15,000	\$22,500
Annuity AE, LSW, NWL, OneAmerica MGR or Life Premium		<u>Rx plus</u> <u>Choose One:</u> GPS TAP ROTH	<u>Rx plus</u> <u>Choose One Pair:</u> GPS & TAP ROTH & TAP	<u>Rx and E&O*</u> <u>plus</u> <u>Choose One Pair:</u> GPS & TAP ROTH & TAP	All Programs FREE plus E&O*

- 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.
- E&O:** E&O renews on 3-1-2011. Paid until renewal date.
- Call for details.