



DI PRODUCER INCOME BUILDER

\$10,000

renewals double from 5% to 10%

\$20,000

renewals go to 12%

\$30,000

Quality producer, additional 5% first year compensation, renewals go to 15% as well as quality business bonus(persistence) 5% total renewal 20%

\$50,000

Quality business(persistence) 7%

\$100,000

Quality producer goes to 10% first year compensation



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DI PRODUCER INCOME BUILDER

10k

Sample Broker

Product: Principal Financial 700 Series

Commissions: Modified 50%

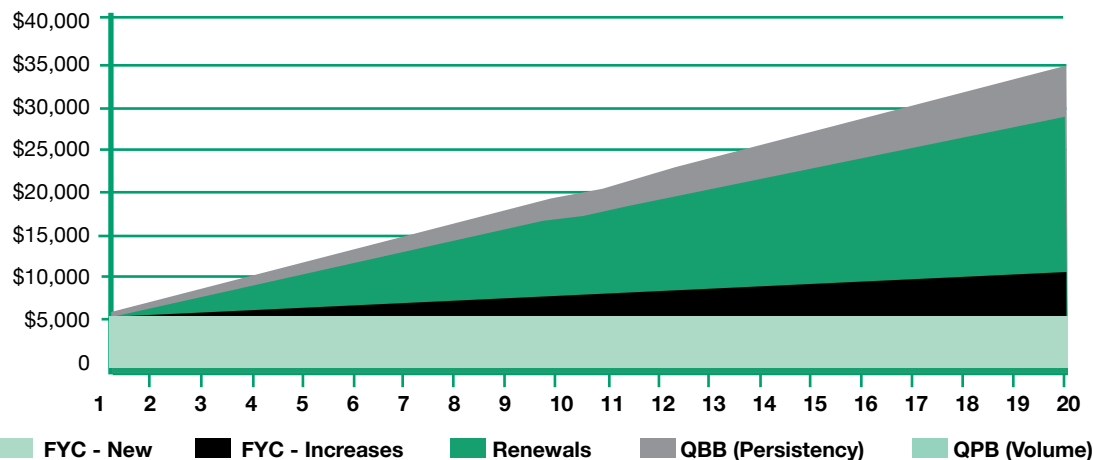
Persistency: 98%

Increase Options: 5%

QPB: Reward for Occ Diversification, Wastage: 0%-25%, Persistency: 90%-100%

Year	First Year Premiums from New Sales	First Year Commissions:		ICCs	Renewal Commissions	Quality Business Bonus (Persistency)	Quality Producer Bonus (Persistency)	Total Payments*
		From New Sales	From Increase Options					
1	\$10,000	\$5,000	\$0	5,000	\$0	\$0	\$0	\$5,000
2	\$10,000	\$5,000	\$245	5,245	\$980	\$0	\$0	\$6,225
3	\$10,000	\$5,000	\$497	5,497	\$1,988	\$514	\$0	\$8,000
4	\$10,000	\$5,000	\$757	5,757	\$3,026	\$1,042	\$0	\$9,825
5	\$10,000	\$5,000	\$1,023	6,023	\$4,094	\$1,092	\$0	\$11,209
Sub-Total	\$50,000	\$25,000	\$2,522	27,522	\$10,088	\$2,649	\$0	\$40,259
6	\$10,000	\$5,000	\$1,298	6,298	\$4,921	\$1,661	\$0	\$12,880
7	\$10,000	\$5,000	\$1,581	6,581	\$5,773	\$2,245	\$0	\$14,598
8	\$10,000	\$5,000	\$1,872	6,872	\$6,649	\$2,348	\$0	\$15,868
9	\$10,000	\$5,000	\$2,171	7,171	\$7,551	\$2,974	\$0	\$17,696
10	\$10,000	\$5,000	\$2,479	7,479	\$8,479	\$3,617	\$0	\$19,575
Sub-Total	\$100,000	\$50,000	\$11,922	61,922	\$43,461	\$15,493	\$0	\$120,877
11	\$10,000	\$5,000	\$2,796	7,796	\$9,106	\$3,778	\$0	\$20,680
12	\$10,000	\$5,000	\$3,122	8,122	\$9,753	\$4,467	\$0	\$22,341
13	\$10,000	\$5,000	\$3,457	8,457	\$10,417	\$5,173	\$0	\$24,048
14	\$10,000	\$5,000	\$3,803	8,803	\$11,101	\$5,899	\$0	\$25,803
15	\$10,000	\$5,000	\$4,158	9,158	\$11,805	\$6,151	\$0	\$27,114
Sub-Total	\$150,000	\$75,000	\$29,258	104,258	\$95,645	\$40,961	\$0	\$240,863
16	\$10,000	\$5,000	\$4,523	9,523	\$12,530	\$6,411	\$0	\$28,464
17	\$10,000	\$5,000	\$4,900	9,900	\$13,275	\$6,678	\$0	\$29,853
18	\$10,000	\$5,000	\$5,287	10,287	\$14,042	\$6,954	\$0	\$31,282
19	\$10,000	\$5,000	\$5,685	10,685	\$15,235	\$7,237	\$0	\$33,156
20	\$10,000	\$5,000	\$6,095	11,095	\$16,457	\$7,528	\$0	\$35,080
"GRAND TOTALS"	\$200,000	\$100,000	\$55,748	155,748	\$167,184	\$75,768	\$0	\$398,700

Total Payments* by Year & Category



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DI PRODUCER INCOME BUILDER

20k

Sample Broker

Product: Principal Financial 700 Series

Commissions: Modified 50%

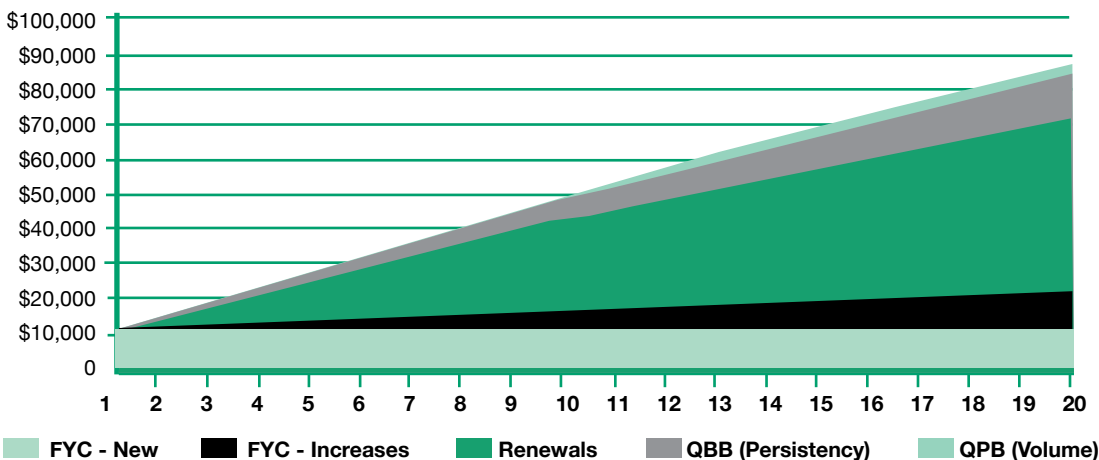
Persistency: 98%

Increase Options: 5%

QPB: Reward for Occ Diversification, Wastage: 0%-25%, Persistency: 90%-100%

Year	First Year Premiums from New Sales	First Year Commissions:		ICCs	Renewal Commissions	Quality Business Bonus (Persistency)	Quality Producer Bonus (Persistency)	Total Payments
		From New Sales	From Increase Options					
1	\$20,000	\$10,000	\$0	10,000	\$0	\$0	\$0	\$10,000
2	\$20,000	\$10,000	\$490	10,490	\$2,352	\$980	\$0	\$13,822
3	\$20,000	\$10,000	\$994	10,994	\$4,772	\$1,988	\$0	\$17,755
4	\$20,000	\$10,000	\$1,513	11,513	\$7,263	\$3,026	\$0	\$21,802
5	\$20,000	\$10,000	\$2,047	12,047	\$9,825	\$4,094	\$0	\$25,966
Sub-Total	\$100,000	\$50,000	\$5,044	55,044	\$24,212	\$10,088	\$0	\$89,345
6	\$20,000	\$10,000	\$2,596	12,596	\$12,101	\$5,193	\$0	\$29,889
7	\$20,000	\$10,000	\$3,162	13,162	\$14,442	\$6,323	\$0	\$33,927
8	\$20,000	\$10,000	\$3,743	13,743	\$16,851	\$7,487	\$0	\$38,081
9	\$20,000	\$10,000	\$4,342	14,342	\$19,330	\$8,684	\$0	\$42,356
10	\$20,000	\$10,000	\$4,958	14,958	\$21,881	\$9,915	\$0	\$46,754
Sub-Total	\$200,000	\$100,000	\$23,845	123,845	\$108,817	\$47,690	\$0	\$280,352
11	\$20,000	\$10,000	\$5,591	15,591	\$23,362	\$10,366	\$1,715	\$51,035
12	\$20,000	\$10,000	\$6,244	16,244	\$25,803	\$10,829	\$1,787	\$54,663
13	\$20,000	\$10,000	\$6,915	16,915	\$28,308	\$11,306	\$1,861	\$58,390
14	\$20,000	\$10,000	\$7,605	17,605	\$30,879	\$11,797	\$1,937	\$62,219
15	\$20,000	\$10,000	\$8,316	18,316	\$33,519	\$12,302	\$2,015	\$66,152
Sub-Total	\$300,000	\$150,000	\$58,516	208,516	\$250,690	\$104,291	\$9,314	\$572,810
16	\$20,000	\$10,000	\$9,047	19,047	\$36,229	\$12,822	\$2,095	\$70,193
17	\$20,000	\$10,000	\$9,799	19,799	\$39,011	\$13,357	\$2,178	\$74,345
18	\$20,000	\$10,000	\$10,573	20,573	\$41,868	\$13,907	\$2,263	\$78,612
19	\$20,000	\$10,000	\$11,370	21,370	\$44,802	\$14,473	\$2,351	\$82,996
20	\$20,000	\$10,000	\$12,190	22,190	\$47,816	\$15,056	\$2,441	\$87,503
"GRAND TOTALS"	\$400,000	\$200,000	\$111,496	311,496	\$460,416	\$173,906	\$20,642	\$966,459

Total Payments by Year & Category



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DI PRODUCER INCOME BUILDER

30k

Sample Broker

Product: Principal Financial 700 Series

Commissions: Modified 50%

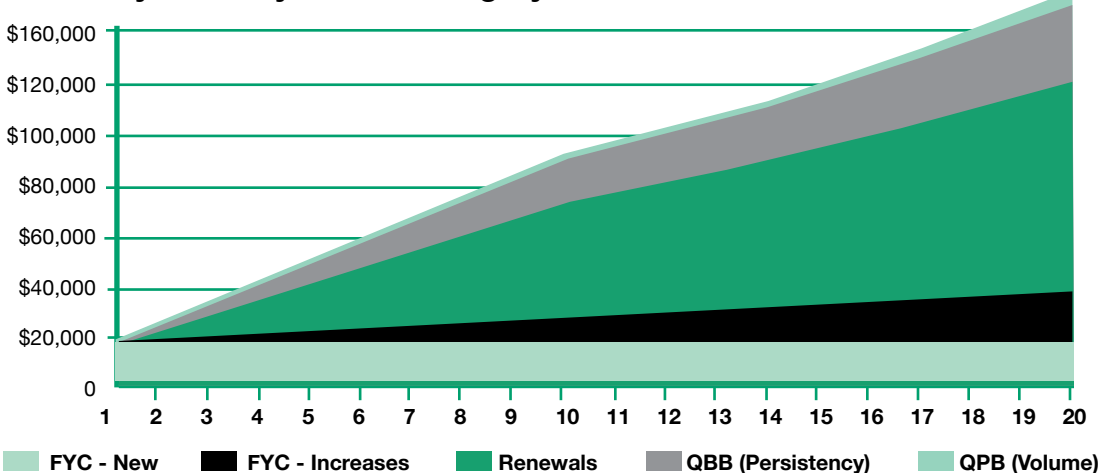
Persistency: 98%

Increase Options: 5%

QPB: Reward for Occ Diversification, Wastage: 0%-25%, Persistency: 90%-100%

Year	First Year Premiums from New Sales	First Year Commissions:		ICCs	Renewal Commissions	Quality Business Bonus (Persistency)	Quality Producer Bonus (Persistency)	Total Payments
		From New Sales	From Increase Options					
1	\$30,000	\$15,000	\$0	15,000	\$0	\$0	\$0	\$16,650
2	\$30,000	\$15,000	\$735	15,735	\$4,410	\$4,410	\$1,470	\$23,346
3	\$30,000	\$15,000	\$1,491	16,491	\$8,948	\$8,948	\$2,983	\$30,236
4	\$30,000	\$15,000	\$2,270	17,270	\$13,617	\$13,617	\$4,539	\$37,326
5	\$30,000	\$15,000	\$3,070	18,070	\$18,422	\$18,422	\$6,141	\$44,621
Sub-Total	\$150,000	\$75,000	\$7,566	82,566	\$45,398	\$45,398	\$15,133	\$152,179
6	\$30,000	\$15,000	\$3,894	18,894	\$22,824	\$22,824	\$7,789	\$51,586
7	\$30,000	\$15,000	\$4,742	19,742	\$27,354	\$27,354	\$9,485	\$58,752
8	\$30,000	\$15,000	\$5,615	20,615	\$32,015	\$32,015	\$11,230	\$66,127
9	\$30,000	\$15,000	\$6,513	21,513	\$36,811	\$36,811	\$13,025	\$73,715
10	\$30,000	\$15,000	\$7,437	22,437	\$41,746	\$41,746	\$14,873	\$81,524
Sub-Total	\$300,000	\$150,000	\$35,767	185,767	\$206,147	\$206,147	\$71,534	\$483,883
11	\$30,000	\$15,000	\$8,387	23,387	\$44,373	\$44,373	\$15,549	\$85,882
12	\$30,000	\$15,000	\$9,365	24,365	\$47,076	\$47,076	\$16,244	\$90,366
13	\$30,000	\$15,000	\$10,372	25,372	\$49,858	\$49,858	\$16,960	\$94,980
14	\$30,000	\$15,000	\$11,408	26,408	\$52,720	\$52,720	\$17,696	\$99,729
15	\$30,000	\$15,000	\$12,474	27,474	\$55,665	\$55,665	\$19,489	\$105,650
Sub-Total	\$450,000	\$225,000	\$87,774	312,774	\$455,839	\$455,839	\$157,472	\$960,490
16	\$30,000	\$15,000	\$13,570	28,570	\$58,696	\$58,696	\$21,324	\$111,734
17	\$30,000	\$15,000	\$14,699	29,699	\$61,815	\$61,815	\$22,211	\$116,991
18	\$30,000	\$15,000	\$15,860	30,860	\$65,024	\$65,024	\$24,157	\$125,133
19	\$30,000	\$15,000	\$17,055	32,055	\$68,326	\$68,326	\$26,150	\$131,820
20	\$30,000	\$15,000	\$18,285	33,285	\$71,724	\$71,724	\$27,198	\$137,699
"GRAND TOTALS"	\$600,000	\$300,000	\$167,243	467,243	\$781,424	\$781,424	\$278,511	\$1,583,866

Total Payments by Year & Category



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DI PRODUCER INCOME BUILDER

50k

\$50,000 per year

Product: Principal Financial 700 Series

Commissions: Modified 50%

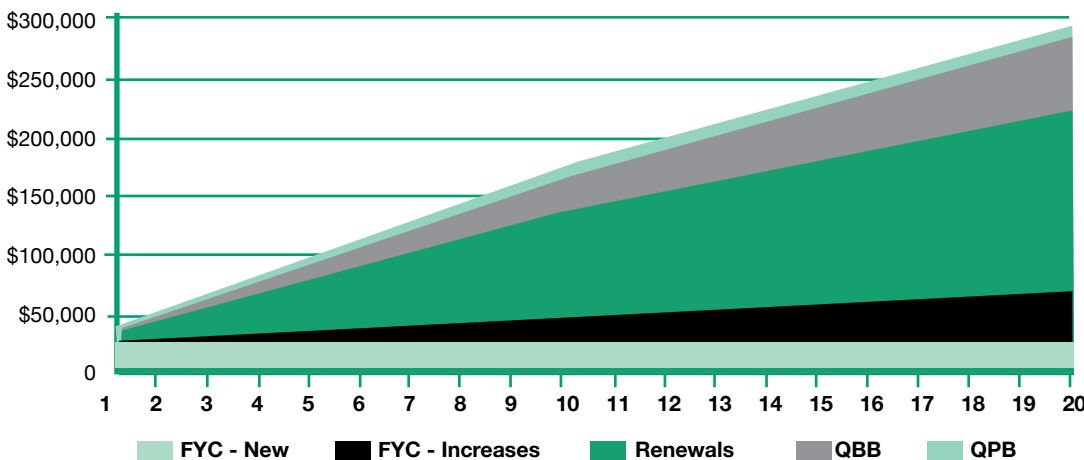
Persistency: 100%

Increase Options: 5%

QPB: Wastage: 0%-25%, Persistency: 90%-100%

Year	First Year Premiums from New Sales	First Year Commissions:		Renewal Commissions	Quality Business Bonus (Persistency)	Quality Producer Bonus (Sales Volume)	Total Payments
		From New Sales	From Increase Options				
1	\$50,000	\$25,000	\$0	\$0	\$0	\$2,500	\$27,500
2	\$50,000	\$25,000	\$1,250	\$7,500	\$3,500	\$2,625	\$39,875
3	\$50,000	\$25,000	\$2,563	\$15,375	\$7,175	\$2,756	\$52,869
4	\$50,000	\$25,000	\$3,941	\$23,644	\$11,034	\$2,894	\$66,512
5	\$50,000	\$25,000	\$5,388	\$32,326	\$15,085	\$4,558	\$82,357
Sub-Total	\$250,000	\$125,000	\$13,141	\$78,845	\$36,794	\$15,333	\$269,113
6	\$50,000	\$25,000	\$6,907	\$40,442	\$19,340	\$4,786	\$96,475
7	\$50,000	\$25,000	\$8,502	\$48,964	\$23,807	\$5,025	\$111,299
8	\$50,000	\$25,000	\$10,178	\$57,913	\$28,497	\$5,277	\$126,864
9	\$50,000	\$25,000	\$11,936	\$67,308	\$33,422	\$5,540	\$143,207
10	\$50,000	\$25,000	\$13,783	\$77,174	\$38,593	\$5,817	\$160,367
Sub-Total	\$500,000	\$250,000	\$64,447	\$370,646	\$180,452	\$41,779	\$907,325
11	\$50,000	\$25,000	\$15,722	\$82,532	\$40,523	\$6,108	\$169,886
12	\$50,000	\$25,000	\$17,758	\$88,159	\$42,549	\$6,414	\$179,880
13	\$50,000	\$25,000	\$19,896	\$94,067	\$44,676	\$6,734	\$190,374
14	\$50,000	\$25,000	\$22,141	\$100,270	\$46,910	\$9,428	\$203,750
15	\$50,000	\$25,000	\$24,498	\$106,784	\$49,256	\$9,900	\$215,437
Sub-Total	\$750,000	\$375,000	\$164,464	\$842,458	\$404,366	\$80,364	\$1,866,651
16	\$50,000	\$25,000	\$26,973	\$113,623	\$51,718	\$10,395	\$227,709
17	\$50,000	\$25,000	\$29,572	\$120,804	\$54,304	\$10,914	\$240,594
18	\$50,000	\$25,000	\$32,300	\$128,344	\$57,019	\$11,460	\$254,124
19	\$50,000	\$25,000	\$35,165	\$136,261	\$59,870	\$12,033	\$268,330
20	\$50,000	\$25,000	\$38,174	\$144,575	\$62,864	\$12,635	\$283,247
"GRAND TOTALS"	\$1,000,000	\$500,000	\$326,649	\$1,486,065	\$690,142	\$137,801	\$3,140,656

Total Payments by Year & Category



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DI PRODUCER INCOME BUILDER **100k**

\$100,000 per year

Product: Principal Financial 700 Series

Commissions: Modified 50%

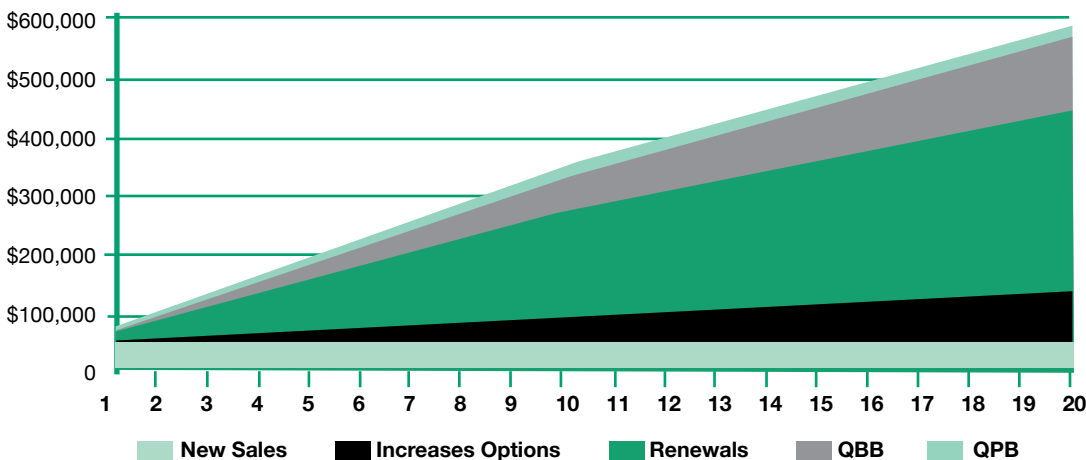
Persistency: 100%

Increase Options: 5%

QPB: Wastage: 0%-25%, Persistency: 90%-100%

Year	First Year Premiums from New Sales	First Year Commissions:		Renewal Commissions	Quality Business Bonus (Persistency)	Quality Producer Bonus (Sales Volume)	Total Payments
		From New Sales	From Increase Options				
1	\$100,000	\$50,000	\$0	\$0	\$0	\$10,000	\$60,000
2	\$100,000	\$50,000	\$2,500	\$15,000	\$7,000	\$10,500	\$85,000
3	\$100,000	\$50,000	\$5,125	\$30,750	\$14,350	\$11,025	\$111,250
4	\$100,000	\$50,000	\$7,881	\$47,288	\$22,068	\$11,576	\$138,813
5	\$100,000	\$50,000	\$10,775	\$64,652	\$30,171	\$12,155	\$167,753
Sub-Total	\$500,000	\$250,000	\$26,282	\$157,689	\$73,588	\$55,256	\$562,816
6	\$100,000	\$50,000	\$13,814	\$80,884	\$38,679	\$12,763	\$196,141
7	\$100,000	\$50,000	\$17,005	\$97,929	\$47,613	\$13,401	\$225,948
8	\$100,000	\$50,000	\$20,355	\$115,825	\$56,994	\$14,071	\$257,245
9	\$100,000	\$50,000	\$23,873	\$134,616	\$66,844	\$14,775	\$290,107
10	\$100,000	\$50,000	\$27,566	\$154,347	\$77,186	\$15,513	\$324,613
Sub-Total	\$1,000,000	\$500,000	\$128,895	\$741,291	\$360,905	\$125,779	\$1,856,870
11	\$100,000	\$50,000	\$31,445	\$165,065	\$81,045	\$16,289	\$343,843
12	\$100,000	\$50,000	\$35,517	\$176,318	\$85,098	\$17,103	\$364,036
13	\$100,000	\$50,000	\$39,793	\$188,134	\$89,352	\$17,959	\$385,237
14	\$100,000	\$50,000	\$44,282	\$200,540	\$93,820	\$18,856	\$407,499
15	\$100,000	\$50,000	\$48,997	\$213,567	\$98,511	\$19,799	\$430,874
Sub-Total	\$1,500,000	\$750,000	\$328,928	\$1,684,915	\$808,731	\$215,786	\$3,788,360
16	\$100,000	\$50,000	\$53,946	\$227,246	\$103,437	\$20,789	\$455,418
17	\$100,000	\$50,000	\$59,144	\$241,608	\$108,608	\$21,829	\$481,189
18	\$100,000	\$50,000	\$64,601	\$256,688	\$114,039	\$22,920	\$508,248
19	\$100,000	\$50,000	\$70,331	\$272,523	\$119,741	\$24,066	\$536,661
20	\$100,000	\$50,000	\$76,348	\$289,149	\$125,728	\$25,270	\$566,494
"GRAND TOTALS"	\$2,000,000	\$1,000,000	\$653,298	\$2,972,129	\$1,380,283	\$330,660	\$6,336,370

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