



Diamond CLUB

Become a 2025 Diamond Club Member

Diamond Club is an enterprise-wide agent recognition program comprised of our top producers. Members of this elite group are the best of the best, and we celebrate their achievement throughout the year with exclusive member benefits.

Qualification Requirements

325,000 Proprietary Credits

2024 PRODUCT WEIGHTINGS

PRODUCT TYPE ¹	CREDIT WEIGHTING
1st Year Target/Term/Whole Life	100%
1st Year Excess Life Premium	3%
Flow and PIP Annuity Premium ²	25%
Fixed Indexed Annuity Premium	5%
Multi-Year Guaranteed Annuity Premium	3%

Production from fixed life and annuity business only, excludes variable life and sponsored products. 2025 membership based on 2024 year production.³

Member Benefits

- Perks at President’s Club: suites for the top 5 during the conference, exclusive check-in experience, special seating at events/meetings, special recognition in program and throughout conference (if applicable).
- LinkedIn Diamond Club Award Template
- Diamond Club Logo Vest
- Crystal Diamond Club Award
- National Life will pay 50% of the producers basic MDRT annual membership dues (100% for top 5 per channel; does not include fees for Court of the Table and Top of the Table.)
- Exclusive 800# to get top priority when calling the Sales Desk.
- Dedicated Diamond Club case manager and team for life business in 2025.



¹ Based upon the total of your personal paid 1st year annualized target life sales. Credits are based on the lesser of the CTP or the AAP.

² Paid by salary reduction/deduction payments and/or monthly bank draft. Subject to Premium Increase Program (PIP) rules and eligibility. See PIP Flyer for more information.

³ We reserve the right to terminate or modify any bonus or incentive program at anytime.

National Life Group[®] is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX, National Life Distribution, LLC (NLD) and their affiliates. Each company is solely responsible for its own financial condition and contractual obligations. LSW is not an authorized insurer in NY and does not conduct insurance business in NY. Incentive programs are offered by NLD. NLD also conducts business as National Life or, in some states, National Life Insurance Agency.

Centralized Mailing Address: One National Life Drive, Montpelier, VT 05604 | 800-906-3310 | www.NationalLife.com

For Agent Use Only – Not For Use With The Public