

ESI Incentives, Practice Management Tools, and Opportunities

FOR GENERAL AGENTS

Get Inspired!



ESI Elite Symposium

ESI's Elite Symposium is an annual conference that provides the opportunity to network and share ideas with your peers, hear from world class speakers and meet with ESI's Strategic & Technology Partners.

Business sessions include a variety of formats and topics, such as:

- Rep Panels
- Keynote sessions from world class speakers
- Sales and practice management ideas
- Updates and breaking news from the ESI Home Office
- Time with ESI's Strategic and Technology partners

During the afternoons, qualifiers enjoy free time to explore the resort and local sights. Evenings feature dinner events.

In 2025 the Symposium will be held at the Ritz-Carlton, Montreal from June 24-28, 2025. The Ritz-Carlton, Montreal, has been selected as the host hotel. This AAA Five-Diamond hotel is the ultimate in luxury in a boutique setting. Opportunities abound from the 2-Michelin star restaurant, MAISON BOULUD, to the exquisite spa with waterfalls and fireplaces - this is an experience you will not want to miss!

The qualification period for the Symposium runs from 1/1/2024 – 12/3/2024. To qualify, Reps need \$450,000* of Gross Dealer Concession

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* Credits may be adjusted if needed to comply with the Massachusetts Fiduciary Rule. All Fixed Indexed Annuity Sales are excluded from this amount.

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Educational Conference held at a Resort destination to be determined

Agency Qualifications: \$4,500,000 in GDC

Individual Qualifications: \$450,000 in GDC
(Credits may be adjusted if needed to comply with the Massachusetts Fiduciary Rule. All Fixed Indexed Annuity Sales are excluded from this amount)

Additional qualifications for Rep who don't qualify under the \$450,000:

- Growth – Top 5 registered reps based on year over year growth in total production. Minimum production of \$150,000 required in qualification year.
- Advisory Sales – Top 5 financial advisors based on total advisory sales. Minimum \$5,000,000 in sales required.
- Recruiting – Top 2 managing directors based on recruits to ESI, minimum of 3

Team Qualifications: Note that these qualifications pertain to Teams recognized by ESI (splitting at least 25% of their business)

- All production for all team members (split and individual) is counted as Team Production
- One team member must qualify for EES on their own (\$450,000 this year)
- The minimum team production for an additional invite is individual qualification x2 (\$900,000 this year)
- For an additional team member to qualify for EES, their production must be at least \$150,000
- MA production is not counted towards the production requirements

If any of the above qualifications are not met, an additional invite will not be given.

ESI Circle of Excellence*

ESI's Top 25 Reps for the year (qualification period runs from Jan 1 – Dec 31 of each year). Circle of Excellence members receive a \$300 marketing allowance as well as waiver of licensing fees for the following year, including all state fees, both initial registration and renewals. Any state securities registrations added while the rep is a Circle of Excellence member as well as the renewal for each state is also covered.

Let's Take Your Business to the Next Level!

Join us for the **ESI Business Development Conference!** A live, annual event that will immerse attendees in a training, education, sales ideas and networking sessions. Offering sessions that focus on topics like Operations, Technology, Sales, Marketing, and Practice Management, you'll leave this conference with ideas that will help you efficiently and effectively grow your business!

2024 Conference

The Westin Alexandria Old Town, Virginia
March 17-19, 2024



The conference timeline is currently structured as follows:

- Day 1 - intro and welcome
- Day 2 - full day
- Day 3 - half day

Cost and Attendees

There are no qualifications to attend this event, but attendees will be responsible for their own travel and hotel costs – note that block of rooms at a group rate will be utilized. The event will be open to all Reps, Office Managers, and Administrative Staff; we'll be capping the number of attendees at 100.

Strategic Product and Service Partners, Technology Partners, and Strategists will be offered the opportunity to participate, so you'll have the opportunity to speak one-on-one with product and technology providers.

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ESI Illuminations Business Development Credit Program

Is fee-based advisory business a big part of your practice? The ESI Illuminations Business Development Credit Program provides additional compensation to Advisors with \$5 Million or more in an average monthly balance of AUM on the ESI Illuminations Platform.

The ESI Illuminations Business Development Credit Program is based on the average monthly balance for the previous year and will be calculated as follows:

Average Monthly Balance on ESI Illuminations Platform	Business Development Credit Basis Points
\$5,000,000 - \$25,000,000	1.0
\$25,000,001 - \$50,000,000	1.5
\$50,000,001 - \$100,000,000	2.0
\$100,000,001 +	3.0

The Credit calculation will be completed each January and paid each February as a lump sum payment. All payments will run through the IAR's standard advisory grid. Note that this credit will not result in a GDC increase and won't impact any conference qualifications.

Rep Referral Bonuses Your Referrals are Appreciated!

If you refer another Rep to ESI who affiliates with us, we'll pay a referral bonus for any new rep with at least \$50,000 of trailing 12 month GDC! This incentive pays 2.5% pays for the Managing Director and 2.5% to the Referring Representative!

\$1K Per Head for Each Rep

How it Works:

- For each NLG rep or a new rep* the GA recruits or refers to ESI, they get \$1000 after 12 months of affiliation with GA with the following parameters:
 - Rep has done a minimum production of \$12,500
 - Rep is in good standing with ESI including fees and CE
 - Rep meets NFLA Full Times Earning Test -advisor must meet the full-time earnings requirement for their agent class”
- NLG Rep or New Registered Rep to ESI:
 - A Life Only rep that is looking to get securities licensed and produce in the first year. A Minimum production of \$12,500 prorated for month they become affiliated with ESI.
 - A Securities Licensed Recruit that brought to ESI with a minimum production of \$12, 500 in first year
- GA is paid on the 13th month following affiliation, meeting all Full Times Earning Requirement and minimum production of \$12,500

Increased Flexibility with Transition Loan

Target loan percent:

- Advisory – 20% to 50% of the trailing 12 month advisory fees
- Non-advisory – 10% to 15% of the trailing 12 month point-of-sale and trailing fees
- Commissions related to sales of insurance will not count towards a transition loan with ESI. If there is a significant amount of insurance sales from a prospective participant, we will refer to the appropriate NLFA stakeholder for an additional loan.

Duration – 5 / 7 / 9 year possible durations

GDC retention – ESI retains a minimum of 10% on all advisory and non-advisory GDC. BOS (if any) and rep split the remaining 90% based on their agreements

Interest – Required minimum interest in order to comply with tax minimums, subject to forgiveness based on achievement of target production

BOS Guarantee:

- Affiliated – Minimum of 50%

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MD Override Agreement

A new Tool you can use to pay your MD's

- Form required to identify sales units you want registered Managing Directors to override sale units
- Sample grids for MD's sharing the BOS override
- Help sales units stay compliant, while also having skin in game
- Paid as commissions are incurred when sales are made

Reduced Affiliation Fee

- The 2024 affiliations fees remained \$1,750 for Registered Reps and \$1,200 for IAR Only.
- For Producing Sales Manager – we reduce the affiliation fee to \$1,350
- For a Non-Producing Managing Director (Sales Manager)– we reduce the affiliation fee to \$1,100

REMINDER: ESI Pays 1st year 50% Affiliation fees for New Reps. You must work with ESI ahead of time!



Recruit Programs

STC Classes and Cohorts

FINRA FIND Candidates

We continue to pay 1/2 onboarding fees for new registering representatives.

This varies based on the representative and their state and licensing needs.

Rep Referral Bonus

2024 Qualification for two highest producing MD's in recruiting to come to 2025 EES Trip, minimum of three

MD Override for Sales Unit Tool



Retain Programs

GA Office Study Groups

National Study Group

Targeted Marketing Support with Education and Dinner Meetings with Evestnet, Fidelity, and Assetmark

AssetMark – Trip to Home office and go to Sonoma

Use of Office Space around the country

Library of Content to meet your needs

Happy Hour / Dinner

Business Development Conference



Results Programs

ESI Elite Symposium June 24-28, 2024, minimum of \$450K total GDC including GA production of \$4,500,000

ESI – Top 2 Managing Directors who recruit the most people to ESI in 2024 will be invited to ESI Elite Symposium in Montreal for 2025, minimum of 3 recruits