



**BEST VALUE
INSURANCE
AGENCY, INC.**

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Health Insurance Lead Agreement

(Must have valid insurance producer's license for life and health lines and errors and omissions coverage)

This agreement is between **Best Value Insurance Agency, Inc.** (hereinafter referred to as the "Company") and _____ (hereinafter referred to as the "Agent"), which becomes effective on the date signed. **Agent** that desires to sell insurance through the portfolio of insurance companies marketed by the Company, and desires the Company to purchase leads, will understand and agree to the following terms and conditions:

1. It is understood that all health insurance leads are property of the Company, and are to be used to assist the Agent as part of the sales process in marketing insurance products from the Company's portfolio of carriers. Agent must maintain "good standing", comply with laws in which doing business, maintain a valid insurance license, and maintain continuous errors and omissions coverage. If commission advances are authorized, assignment of commissions may be required. Good standing means, but is not limited to, meeting the minimum persistency and placement standards, minimum production requirements, no existing unsecured debit balance, and any other criteria the Company may prescribe from time to time. **The Agent is expected to maintain a minimum standard of generating \$2000 annualized approved premium per 6 leads issued to the agent. Any unsold leads must be sent back to the Company in two weeks with an explanation of why they were not sold, in order to maintain this agreement.**
 - a) To pay for any and all leads sent by the Company in accordance with the payment provisions set forth in this Agent agreement.
 - b) Contact each lead within 3 business days of receiving such lead for purposes of verifying the accuracy of the information provided by Company and to provide the requested insurance quotation.
 - c) Update Company through online lead recall system located at <http://leadssystem.bviai.com> within 4 days of receiving a lead if the contact information provided for such lead is incorrect or such lead is uninsurable.
 - d) Agent has 29 days to update the online lead to at least step 9 of the sales process or it will be transferred.
 - e) Not to disclose, sell, transfer, assign or give any lead provided by or through Company to any other person or organization.
 - f) Use leads solely for the purpose of qualifying and sending insurance quotations requested by such leads.
 - g) Comply with any and all federal, state, local and industry laws, rules, regulations, or requirements up to and including licenses required to sell the insurance quoted by Agent in the state(s) in which any geographic area is selected by Agent on the Agent Application
 - h) Provide quotes only through Company portfolio of companies which Agent is authorized and/or licensed to sell insurance.
2. Agent understands and agrees that all prospective applicants and referrals generated by such leads are to be solicited for insurance availability only from Company's portfolio of insurance carriers. This provision will be strictly enforced and adhered to by all parties and, if breached, will be grounds for termination of Health Insurance lead agreement and Company bonus program, and of all existing agreements with the Company, in accordance with the Agent's Contract; such as the Combined Production Bonus agreement and any commission overrides.
3. Company may terminate agreement at any time. Agent may terminate this agreement by giving 10 days notice, in writing, to the Company. This agreement shall immediately terminate upon the Agent or Agency (Company) Contract terminating, appointment cancelled, or not meeting the standards set forth above.
4. This agreement is an addendum to, and does not change or alter existing agreements with the Company concerning rights and responsibilities for amounts due, and payable, under those existing agreements.
5. The agent takes full responsibility for complying with the current state & federal Do Not Call laws; the Company is not liable. The lead cannot be contacted after 90 days of the lead's date of inquiry.

I hereby certify that the agreement above, which I have signed, has not been altered, modified, or changed by me in any manner, and that I agree to be bound by the provisions of that agreement.

Agent Name (Print): _____ **Date:** _____

Agent Signature: _____



**HEALTH • LIFE • SENIOR PRODUCTS
ANNUITIES • RETIREMENT ACCOUNTS**

