

SMALL GROUP BROKER NEWS | CALIFORNIA



# Earn a \$50 bonus per member for new small groups in Santa Cruz County

Take advantage of Kaiser Permanente's expansion into Santa Cruz County to boost your earnings. You'll take home a \$50 bonus for every member you enroll in a new small group in Santa Cruz County with an effective date between July 1, 2018 and July 1, 2019.<sup>1</sup> This bonus is payable for new small groups written through any sales channel—direct, General Agency, Covered California for Small Business, and CaliforniaChoice®. The bonus is in addition to your regular commission and other broker rewards, so don't miss out.



## How much can I earn?

\$50 for each Kaiser Permanente member in a new small group.

## Who can I sell to?

Any new small group that's headquartered in Santa Cruz County.<sup>1</sup> See other side for eligible ZIP codes.

## What sales are eligible?

Groups must have effective dates between July 1, 2018 and July 1, 2019.

## Combine bonuses to maximize your income

These limited-time bonuses are on top of your regular commission and other broker reward programs, including Total Replacement<sup>2</sup> and Group Production<sup>3</sup> rewards programs.

### Rules and conditions

- This bonus is for new groups only. Please refer to our underwriting guidelines for specific details on what qualifies as a new group.
- Participating brokers must be in good standing and appointed by Kaiser Permanente with a current signed Kaiser Permanente broker agreement and current license on file as of the new group's or member's effective date.
- Brokers shall disclose to their clients all commissions and payments made to them by Kaiser Permanente and Kaiser Permanente Insurance Company in compliance with all legal requirements.
- Bonuses are in addition to your regular sales commission and will be reported on Forms 1099 and 5500, and as otherwise required by law, including reporting required by California AB 2589.
- To receive bonus and reward payments, you must be the broker of record on the effective date the group qualifies for the bonus and reward.
- Groups split among brokers for commission purposes will be considered split for the group bonus at the same ratio as commissions.
- If a group terminates within 90 days of its effective date, the bonus will be rescinded.
- Bonus and rewards program are subject to change or cancellation at any time.
- The maximum reward payment for any single group is \$50,000 for all bonuses and rewards combined.
- Bonuses for all eligible sales will be paid by Kaiser Permanente. For eligible sales not made directly with Kaiser Permanente, reporting from the participating agency may delay bonus payments.
- This broker reward program cannot be combined with the new CA 50+ group limited time bonus. However, it can be combined with the Total Replacement<sup>2</sup> and Group Production<sup>3</sup> rewards programs.

To be eligible, your new small group must be headquartered in one of the ZIP codes below, as noted in the group application.<sup>1</sup>

93907 <sup>1</sup>	95039 <sup>1</sup>
95001	95041
95003	95060
95004 <sup>1</sup>	95061
95005	95062
95006	95063
95007	95064
95010	95065
95012 <sup>1</sup>	95066
95017	95067
95018	95073
95019	95076 <sup>1</sup>
95033	95077

 For more information about our rewards program, visit [account.kp.org](https://account.kp.org).

<sup>1</sup>New small groups headquartered in select Monterey County ZIP codes with employees who are legal residents of Santa Cruz County are also eligible for the bonus.

<sup>2</sup>The Total Replacement reward is only available for each qualifying total replacement group sale made directly with Kaiser Permanente in which Kaiser Permanente is the only employer-sponsored group health plan for all eligible subscribers. Sales not made directly with Kaiser Permanente aren't eligible for this reward. Please visit [account.kp.org](https://account.kp.org) for the complete terms and conditions of the Total Replacement reward program.

<sup>3</sup>The Group Production reward is a one-time payment for new group member sales written directly with Kaiser Permanente, CaliforniaChoice, or the SHOP. You'll earn a \$1,000 reward when the first 25 new members are enrolled. For every member enrolled after the first 25, you'll earn \$25 per member. The enrolled subscriber and each dependent count as members. Please visit [account.kp.org](https://account.kp.org) for the complete terms and conditions of the Group Production reward program.

Information may have changed since publication.