

Levels of Leadership



MP

Managing Partner

Has a minimum of 3 direct 120 Managers and 1 direct Agency Director (or higher).



SP

Senior Partner

Has a minimum of 2 direct 120 Managers and 2 direct Agency Directors (or higher).



AP

Associate Partner

Has a minimum of 1 direct 120 Manager, 2 direct Agency Directors (or higher), and 1 direct Agency Owner (or higher).



EVP

Executive Vice President

Has a minimum of 3 direct Agency Directors (or higher).



SVP

Senior Vice President

Has a minimum of 2 direct Agency Directors and 1 direct Agency Owner.



MVP

Managing Vice President

Has 1 Agency Director and a minimum of 2 direct Agency Owners.



RAD

Regional Agency Director

Has a minimum of 2 direct Agency Owners.



AD

Agency Director

Has 1 direct Agency Owner.



AO

Agency Owner

Minimum of \$30k net placed for 3 months with 6 sales reps (4 direct) for each qualifying month. (Target submit of \$50,000) In order to qualify for Agency Owner you must be at a 95% contract level.



KL

Key Leader

Minimum of \$20k net placed for 2 months in a row with 4 sales reps (3 direct) for each qualifying month. (Target submit of \$30,000)



TL

Team Leader

Minimum of \$10k net placed for for 2 months in a row with 3 sales reps (2 direct) for each qualifying month. (Target submit of \$15,000)



EP

Elite Producer

Minimum of \$30K of net placed premium for 2 months in a row

TP

Top Producer

Minimum of \$20k net placed premium for 2 months in a row.

SR

Sales Representative

1st family helped.

The SFG Levels of Leadership are separate from the SFG Promotion Guidelines. An agent's promotion from one commission level to the next is determined by factors as outlined in the SFG Promotion Guidelines. See Promotion Guidelines for more details. Net placed volume and percentages apply for all level of leadership promotions. Target submit is not required for promotions.