

2025 agency compensation program*

(for exclusive agencies – excludes New York, and New Jersey agencies)

Frequently asked questions

November 22, 2024

*This resource currently contains questions and answers related to the 2025 compensation changes. This resource will continue to be updated over the coming months as additional details and technology requirements are finalized. The Company reserves the right to amend the existing scenarios documented in this FAQ.

**While every effort has been made to include complete and accurate details, the information provided below will apply even if a scenario is not outlined within the documentation. The Company reserves the right to make the final determination on scenarios not documented in this FAQ.

***We understand that there have been questions on how issued, not taken renewals will impact variable compensation bundling and PBR metrics. Please refer to the [Bundling](#) section and the [PBR](#) section for details.

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Guiding principles and overall opportunity

Q) How does the agency compensation program support Allstate's corporate objectives?

A) As a strategic objective, Allstate is committed to providing a fair and equitable agency compensation program that extends across the agency system and rewards agencies for achieving profitable business growth, delivering the customer value proposition and elevating their relationships with customers. The compensation program is based on these guiding principles:

- Ensure the Exclusive Agency program provides an attractive economic opportunity for successful current and prospective agency owners and the company.
- Provide a program that is simple and incorporates a clear line of sight to desired business results.
- Provide transparent communication and respect agency owner feedback relating to decisions, design elements and implementation plans of future compensation program modifications.

Q) What is the overall 2025 compensation opportunity for Established agencies?

A) The 2025 compensation framework continues to include base commission for new and renewal business, additional compensation through variable compensation, a Bigger Bundle Bonus, and an Agency Bonus.

Catastrophe Reinsurance Premium

Q) What is reinsurance?

A) Allstate buys reinsurance to cover losses over a specified amount, which allows us to confidently use/invest remaining premiums to run and grow the business. Part of the premium we take in is used to pay for reinsurance. The catastrophe reinsurance program is part of our catastrophe management strategy, which is intended to provide protection to our customers, reduce earnings variability, and provide our shareholders with an acceptable return on the risks assumed in our personal lines business.

Q) Are there any changes being made in 2025?

A) Some of the catastrophe reinsurance premium factors are changing effective January 1, 2025. Refer to the [Reinsurance premium factors](#) for agent compensation page for a list of the factors by state and line.

Q) When are the updated catastrophe reinsurance factors effective?

A) Updated factors will be applied to Standard Auto, Non-Standard Auto, Homeowners¹, Condominium¹ Commercial Auto (including Commercial Auto with Drivewise), and Businessowners new business and policies that renew in 2025. The factors in effect prior to January 1, 2025 will continue to be applied until the policies renew in 2025.

Agency Roll Up for Program Goals

Refer to the [Agency Compensation Program Roll-up Rules FAQs](#) for additional details.

Q) How will agencies with multiple locations be rolled up for program goals?

A) In 2025, agent program goals will continue to be set at the primary agency level, within state lines. This means agents with locations in multiple states will receive multiple goals across compensation programs.

Q) Which agent programs are impacted by the roll up rules?

A) 2025 goals for Variable Compensation, Agency Bonus, Agent Achievement Program, and Agency Business Objectives will be set at the primary level within state lines.

¹ Includes California Earthquake (CEA) policies.

2025 Base Commissions

Base Renewal Commissions

(not applicable to start-up agencies participating in the Enhanced Compensation Plan)

*References to pre-2023 business used in this document means business with an original policy effective date prior to January 1, 2023.

Q) What is changing for base renewal commissions in 2025?

A) For 2025, we are removing differentiated base renewal commission rates based on the original policy effective date. There will no longer be "pre-2023 base renewal commission rates" and "post-2023 base renewal commission rates". All renewal policies will earn the same base renewal commission rates.

Q) When is the base renewal commission rate change effective?

A) The commission change is effective for policies with an original policy effective date prior to January 1, 2023 that are processed and effective March 1, 2025 and later for all states except Minnesota and Rhode Island, and for policies processed and effective May 1, 2025 and later for Minnesota and Rhode Island.

Q) What are the new base renewal commission rates?

A) Effective March 1, 2025 and later (May 1, 2025 and later in MN and RI), base renewal commission rates for all business, regardless of the original policy effective date will be paid as follows:

Established Agencies	Renewal Rate
Standard and Non-Standard Auto	4%
Specialty Auto (6-month policies)	4%
Specialty Auto (12-month policies)	7%
Personal Property	7%
Commercial	7%

Q) Since the base commission rate changes don't go into effect until March 1, 2025 (excludes MN and RI), what base renewal commission rates will be paid on pre-2023 business that renews in January 2025 and February 2025?

A) The current base renewal commission rates, dependent on an agent's 2024 AAP level earned during 2023 (Jan. 1, 2023 through Dec 31, 2023 measurement period) and the bundling status of the policy, will continue apply to pre-2023 business when renewals are taken in January 2025 and February 2025.

Q) For MN and RI, since the base commission rate changes don't go into effect until May 1, 2025, what base renewal commission rates will be paid on pre-2023 business that renews in January 2025, February 2025, March 2025 and April 2025?

A) For renewals taken in January and February 2025, the pre-2023 base renewal commission rates, dependent on an agent's 2024 AAP level earned during 2023 (Jan. 1, 2023 through Dec 31, 2023 measurement period), will continue apply to pre-2023 business.

For renewals taken in March and April 2025, the pre-2023 base renewal commission rates, dependent on an agent's 2025 AAP level earned during 2024 (Jan. 1, 2024 through Dec 31, 2024 measurement period), will continue apply to pre-2023 business.

Q) If a policy has an original policy effective date prior to January 1, 2023 and is terminated March 1, 2025 or later (May 1, 2025 or later in MN and RI), what rates will be charged back?

A) If the policy is terminated before it renews in 2025 at the base renewal commission rates in effect as of March 1, 2025 (May 1, 2025 in MN and RI), the chargeback will be applied at the rate that was paid at the last renewal.

Q) If a policy's renewal is taken 1/31/2025, but the renewal is effective 3/1/2025, what renewal rates are earned on the policy?

A) The policy will receive the pre-2023 base renewal commission rates that are in effect as of January 1, 2025, as the new base renewal commission rates are not in effect until the renewal is taken or an endorsement is processed on the policy 3/1/2025 and later (May 1, 2025 and later in MN and RI).

Specialty Auto Business

Q) What products are included in the Specialty Auto line?

Specialty auto includes trailers, motorcycles, motorhomes, off road vehicles and recreational vehicles.

Q) What is changing for Specialty Auto business commissions in 2025?

For specialty auto business that is effective and processed March 1, 2025 (May 1, 2025 in Minnesota & Rhode Island) and later, base commission amounts will be determined by the policy term (6-month or 12-month).

6-month Specialty Auto Lines	Start-up Agencies	Established Agencies
New Business	10%	9%
First Renewal	10%	9%
Subsequent Renewals	10%	4%
12-month Specialty Auto Lines	Start-up Agencies	Established Agencies
New Business	10%	9%
Subsequent Renewals	10%	7%

Additional Information

Q) Are there any other base commission rate changes that are occurring in 2025?

A) Effective March 1, 2025 (May 1, 2025 in MN and RI), the following additional changes will be occurring to base commissions:

- **Motor Club** – base commission on Allstate Roadside Memberships will be 25% for new memberships and 5% for renewals.
- **Agency Website** - base commission for policies bound through an Agency Website will be 0% for new business and full renewal base commissions.
- **Service Fee** – base commission on all existing and newly assigned service fee business will be paid at 2% on renewals and add coverages.
- **Direct Business** – base commission for business bound by direct via 1-800-Allstate or Allstate.com and assigned to an agent currently at 3.5% renewal commission, will be reduced to 2% upon the next policy renewal.
- **Allstate Phone Protection Plans (SquareTrade)** - The one-time commission payout for Allstate Phone Protection Plus Plans will be discontinued.

Variable Compensation: New Business Opportunity

(not applicable to start-up agencies participating in the Enhanced Compensation Plan)

Additional variable compensation details apply to established agencies participating in the Enhanced Scratch Established program – refer to the [Enhanced Scratch Established](#) program page for the additional details.

Q) How can I earn variable compensation for writing new business?

A) Established agencies can unlock additional compensation on new business policies with an original policy effective date of Jan. 1, 2023 and later, by achieving a monthly new business production baseline.

Q) Which items count towards unlocking the production baseline?

A) Standard auto, homeowners, and condo count towards unlocking the new business production baseline.

Variable Compensation Baselines

Q) Is the monthly new business production baseline goal items or policies?

A) The baseline goal is new issued items excluding add items. A combination of standard auto, homeowners, and condo items can be written to achieve the baseline. CCC/WEB bound business (800-Allstate/Allstate.com) and cancellations/rewrites were excluded from the metrics when baselines were created.

Q) How is the monthly new business production baseline determined?

A) Each Established Agency will have a monthly new business production baseline. The monthly new business production baseline was determined by carefully evaluating standard auto, homeowners, condo and commercial new business production, local market conditions, and size of agency. 2024 baselines will remain effective through February 2025, unless there is a change in agency tier size. January 2025 new business production baselines will be determined by the agent's tier size as of year-end December 2024 results.

Updated 2025 baselines, effective March 1, 2025, will be set using a consistent definition of agency tier size for Tiers 1-4 and 4B as used in 2024. Agency tier size (based on PIF; 1-4) will be divided in half, with the baseline set partially based on the half the agency is in. Tier 4B will not be split.

Details on how tiers are split are below:

Tier	PIF Range
1 – Smaller	0-749
1 – Larger	750-1,499
2 - Smaller	1,500-2,249
2 – Larger	2,250-2,999
3 – Smaller	3,000-4,499
3 - Larger	4,500-5,999
4 – Smaller	6,000-7,499
4 – Larger	7,500-8,999
4B	9,000+

Q) How is the size of my agency being determined for baseline development?

A) The agent's tier and Cash Flow Market are used to determine the monthly new business production baseline. The agency owner's Total Property and Casualty policies-in-force (PIF) as of year-end December 2024 will be used to determine agency size for tier. Consistent with 2024, 2025 baselines will be determined based on a more refined PIF size definition. Tiers 1-4 will be divided into a larger and smaller half. An agent's prior year-end PIF will determine which half of the tier they are in.

Q) How are multiple locations being handled in terms of the monthly new business production baselines?

A) Variable compensation baselines will be set at the primary agency level, within state lines. This means agents with locations in multiple states will receive multiple new business baselines for Variable Compensation. Dealer roll-ups will follow what is noted in your contract.

Q) If I have a non-resident license and write a policy in a state that is not eligible for new business variable compensation, will the new business credit count towards my variable compensation baseline?

A) Yes. New business production credit for eligible policies written in states that are not eligible for new business variable compensation will apply to your variable compensation baseline, but the premium for those policies will not be eligible for variable compensation bonus rates.

Impact of purchases and mergers

Refer to the [Agency Compensation Program Roll-up Rules FAQ](#) for details regarding baseline recalculation due to a purchase, merger, or consolidation.

Q) How is the monthly new business production baseline determined for new-to-Allstate outside buyers?

A) The agent's tier and Cash Flow Market are used to determine the monthly new business production baseline. The restated prior year end PIF at the time of the purchase will be used to determine agency size for tier. The monthly new business production baseline will be populated the month after purchase. For example, a 2/1 appointment would see their monthly new business production baseline between the 8th and 10th business days of March. The production of the new agency will count towards the program starting in the first month. If the agency qualifies, they will be paid with the regular monthly commission deposit.

Q) When will the monthly new business production baseline be updated for when an ECP graduates or loses their eligibility to participate in ECP?

A) The monthly new business production baseline will be restated when an ECP agent becomes Established. The monthly new business standard auto, homeowners, condo, commercial auto and BOP production baseline will be updated as follows:

- For ECP agents graduating to Established, the monthly new business production baseline will be viewable on DASH in the year the agent will become Established.
- For ECP agents that lose eligibility to participate in ECP due to a book purchase, the monthly new business production baseline will be viewable on DASH on a one-month lag. For example, the agent loses eligibility on 2/1, the monthly new business production baseline will be updated between the 8th and 10th business days of March.
- For ESA ECP agents that lose eligibility to participate in ECP due to the termination of their primary location, the monthly new business production baseline will be viewable on DASH on a month lag. For example, the agent loses eligibility on 2/1, the monthly new business production baseline will be updated between the 8th and 10th business days of March.

New Business Variable Compensation Rates**Q) How much additional compensation can an agent earn?**

A) In addition to the new business base commission rates, when agents achieve their monthly new business production baseline they have an opportunity to earn new business variable compensation rates. The following new business variable compensation rates are effective January 1, 2025:

Countrywide

(excludes business with a policy state of California, Connecticut, Florida, Louisiana, New York, New Jersey, and Texas).

	Preferred bundled*	Bundled	Monoline
Standard auto (new business and first renewal on six month policies)**	16 percent	11 percent	6 percent
Homeowners/Condo	20 percent	16 percent	7 percent
Other personal lines	17 percent	12 percent	6 percent
9 percent base commission			

*Preferred bundled is auto + homeowners or condo.

**Only Elite agents are eligible for variable compensation on first renewals

Business with a policy state of Texas and Louisiana

	Preferred bundled*	Bundled	Monoline
Standard auto (new business and first renewal on six month policies)**	16 percent	11 percent	6 percent
Homeowners/Condo	17 percent	13 percent	4 percent
Other personal lines	17 percent	12 percent	6 percent
9 percent base commission			

*Preferred bundled is auto + homeowners or condo.

**Only Elite agents are eligible for variable compensation on first renewals.

Business with a policy state of California, Connecticut, or Florida

	Preferred bundled	Bundled	Monoline
Standard auto (new business and first renewal on six month policies)*		11 percent	
Homeowners/Condo			
Other personal lines			
9 percent base commission			

*Only Elite agents are eligible for variable compensation on first renewals.

New York and New Jersey

- Business with a policy state of New York or New Jersey is not eligible for new business variable compensation

Refer to the [Property & Casualty Commission Schedule](#) for base commission rates by product/channel of bind.

Q) What is considered a Preferred Bundled household?

A) Preferred Bundle refers to any household bundled with both an Auto and Home or Condo policy.

Q) What is considered a Bundled household?

A) Bundled household refers to any household that does not include both an Auto policy and a Home or Condo policy, but includes more than 1 recognized product line.

*Refer to the [Bundling](#) section for details on recognized products and timing of bundling.

New Business Variable Compensation Eligibility

Q) How is the variable compensation eligible premium calculated?

A) The variable compensation eligible premium is calculated based on new business commissionable premium within the first policy period. These transactions are listed as variable compensation eligible premium on the transaction detail report. The new business production reports should not be used to forecast and/or reconcile variable compensation premium, as these reports do not include all new business premium transactions and endorsements (including terminations). Refer below for a list of inclusions and exclusions.

Q) What lines receive new business variable compensation?

A) See below for line eligibility for new business variable compensation (not all products are available in all states). New business variable compensation will only apply to the initial new business policy period of policies issued 1/1/2023 and later with an original policy effective date of 1/1/2023 and later.

Includes:

- Standard Auto and Specialty Auto
 - (Elite agents only are eligible to receive new business variable compensation on first renewals of 6-month policies with an original policy effective date of 1/1/2023 and later; – refer to the [Variable Compensation: Auto 1st Renewal Compensation Rates](#) for details)
- Homeowners
- Consumer Household (renters, landlords, condo, personal umbrella policy, boatowners, mobilehome/manufactured home, and recreational vehicles)
- Facility (premium from coverages not ceded to facility)
- Spin Offs
- Product lines listed above bound by the CCC resulting from an agent forwarded phone
- Product lines listed above bound through an agency website

Excludes:

- Non-Standard Auto
- Non-Standard Specialty Auto
- Motor Club
- Flood
- SPP
- VIP
- Life & Retirement
- Add Items
- Split Offs
- Service Fee policies
- Plus Policies
- JUA/JUP
- Facility (premium from coverages ceded to Facility)
- California Earthquake Authority
- Hawaii Hurricane Relief Fund
- Northlight
- Ivantage
- Michigan Catastrophic Claim Association
- Allstate Phone Protection Plus
- Assigned Risk policies
- Policies bound via a direct call to the CCC (1-800-Allstate)
- Policies bound through the Web (Allstate.com)

- Policies with an original policy effective date prior to Jan. 1, 2023 (includes positive and negative endorsements)
- Business with a policy state of New York
- Business with a policy state of New Jersey

Refer to the [Property & Casualty Commission Schedule](#) for commission rates by product/channel of bind.

Q) When is variable compensation paid?

A) Variable compensation is paid monthly, along with the monthly commission payment.

Q) Will I receive variable compensation on all the premium written in the month I achieve the monthly new business Standard auto, homeowners, condo, commercial auto and BOP production baseline?

A) After achieving your monthly new business production baseline, you will receive variable compensation on all eligible new business commissionable premium in that month (please reference the list above to see new business commissionable premium eligibility).

Q) What report can I use to monitor my on-pace production?

A) On-pace production can be viewed on the 'Variable Compensation' tile on the Dashboard tab in DASH. Policy level detail can be found on the NB Details report, which is located in the 'New Business Dashboard' tile on the Dashboard tab in DASH.

Q) Why are Enhanced Compensation Plan (ECP) agencies not eligible?

A) New agency owners are not eligible, as grids and payout levels for their compensation program already reflect higher compensation for increased production.

Q) What about Enhanced Compensation Plan (ECP) agencies who will become Established agencies in 2025?

A) Refer to the [Agency Compensation Program roll-up rules](#) for details.

Q) Why is new business commissionable premium excluded for SBOs / [Life Events](#) (i.e. split offs)?

A) In most cases, when an SBO is processed, the application retains the original policy effective date. When this occurs and the current policy period effective date is not the same month and year, the new business commissionable premium is excluded, as the policy is not in its initial new business policy period.

For spin offs and split offs, if processed properly, a standard auto will receive NB credit and will count toward the monthly new business production baseline. The following chart identifies which SBOs in the auto line result in new business credit and will count toward the monthly new business production baseline:

SBO/Life Events	New business sales credit?
Cancel/Rewrite	No
Company Transfer	No
Customer Move	No
Reinstatement	No
Spin-off	Yes
Split-off	Yes

Q) Do trailers count towards the monthly new business production baseline when they are included on a standard auto policy (line 10)?

A) No. Trailers are considered a specialty auto line (line 16), even when included on a standard auto policy, and will not count towards an agent's monthly new business baseline. Item counts for trailers and autos will show on two different lines on the New Business Detail report.

Q) Do secondary residences and rented properties count toward the agent's new business production baseline for variable compensation?

A) Yes, qualifying secondary residences and rented properties will count towards an agent's new business production baseline, if written correctly as a secondary residence or rented property at the time of issuance.

Q) Will commissionable premium from backdated endorsements (BDEs) be eligible for variable compensation?

A) Commissionable premium is included for the portion that is back-dated into the first policy period.

Q) Do policies bound by Allstate.com or the Customer Care Center and assigned to an agency owner count towards the monthly new business production baseline?

A) As of February 1, 2020, policies bound by Allstate.com or the Customer Care Center do not count towards the monthly new business production baseline. They are not eligible for variable compensation.

Q) Are calls from prospective customers that start in an agency's office, but then are call-forwarded to the CCC and are bound, eligible for new business variable compensation?

A) These policies are eligible new business variable compensation and do count towards the monthly new business production baseline.

Q) Which transactions do not result in new business premium or sales credit?

A) New business premium or sales credit is not applied for cancellations/rewrites, company transfers, state to state transfers, customer moves within the auto lines, and certain customer moves within the property lines. Please refer to the [New Business Credit FAQ](#) found on Gateway for further detail.

Q) Are policies bound via an agency's website eligible for new business variable compensation?

A) Yes, policies bound via an agency's website are eligible for new business variable compensation and do count towards the monthly new business production baseline.

Q) Will variable compensation corrections be made for policies which are impacted by hold cards?

A) Policies written in one month but held and not issued until the following month will be reviewed for variable compensation baseline qualification impact only. If the held items would have allowed the agent to achieve variable compensation in the month the policy was written, the variable compensation baseline will be unlocked and the monthly variable compensation amount will be paid. Commissions and variable compensation rates, to include bundling status, will apply once the item issues in the system. Policies will not be reviewed to determine what the bundling status impact would have been if the business would have issued in the month the policy was written.

Q) Will corrections be made for new business sales credit?

A) Corrections for new business sales credit will be made for the Variable Compensation program when there is evidence of a company or system error only. If approved, the new business sales credit will be applied to the month in which the correction was made; no backdating will take place. Example: A system error was found in November on a new business policy that was written in October. The agent will receive new business credit for the October policy in November when the policy was corrected. If warranted, the VC new business baseline will be reviewed for the month the policy should have issued to determine if the agent would have achieved the baseline due to the policy in question. The system is not able to determine the bundling status of the household for the policy in question. No backdated adjustments to bundling status will be made.

Q) Will corrections be made for new business premium?

A) No. Corrections will not be made to move new business premium to a different month.

Q) How will new business chargebacks work under the new business Variable Compensation framework?

A) New business chargebacks will be at the base commission rate plus the variable rate if the monthly new business production baseline is met in the month of the chargeback. Variable Compensation eligible premium for a given month is net (new business + endorsements in first policy period 1 - chargebacks). The chargeback is applied to the month in which the policy terminates. Should the agent have qualified for Variable Compensation for the month in which the policy terminates, the commissionable premium will be decreased by the amount of the chargeback. There is no impact to prior months.

Q) What variable compensation rates will be charged back if a policy cancels mid-term?

A) The policy will be charged back at the variable compensation rates that are earned in the month of the charge back. The charge back will reflect the policy's most recent bundling status to determine charge back rates. For example, if an auto in a preferred bundled household (with home) cancels, it will be charged back at the preferred bundle auto rate, assuming the agent achieved their minimum production baseline in the month of the charge back.

Q) If an auto and home policy are issued together at new business, but the homeowners is cancelled before next renewal, will the auto be restated as monoline and charged back?

A) When the Home policy is canceled, the auto policy will not be restated and charged back as if it was monoline. Beginning with the month following the Home policy termination, the auto policy will be recognized as monoline and any subsequent compensable activity on the auto policy, either renewal or endorsement, will be paid at monoline rates. The home will be charged back based on Preferred Bundle rates, as it was cancelled mid-policy period.

Q) Will an agent receive a new business variable compensation payout if they achieve their monthly new business production baseline but have negative eligible commissionable premium in the month?

A) If the total new business variable compensation eligible premium is negative for the month, the agent will not receive a new business variable compensation payout.

Variable Compensation: Auto 1st Renewal Compensation Rates

(not applicable to start-up agencies participating in the Enhanced Compensation Plan)

Q) Who is eligible for new business variable compensation on the first renewal of 6-month standard auto and specialty auto policies?

A) In 2025, only Elite agents will continue to be eligible for the New Business Variable Compensation rates for first renewal of 6-month standard auto and specialty auto policies, if they qualify for New Business Variable Compensation in that month. Pro and Emerging agents will earn the base new business commission rate for first renewal of 6-month standard auto and specialty auto policies, but will not be eligible for variable compensation the 1st renewal of 6-month standard auto and specialty auto policies.

Q) How is an agent's Variable Compensation determined for first renewal of 6-month standard auto policies?

A) Qualification for New Business Variable Compensation for first renewals of 6-month standard auto and specialty auto policies is dependent on an agent's AAP level earned as of the prior year-end and those rates are paid on standard auto and specialty auto first renewals that are taken between March and February of the following year.

Variable Compensation: Renewal Business Opportunity

(not applicable to start-up agencies participating in the Enhanced Compensation Plan)

Effective through February 2025 (April 2025 in MN and RI), renewal business variable compensation is applicable to policies with an original policy effective date of January 1, 2023 and later when the renewal is taken in January 2025 or February 2025 (January – April 2025 in MN and RI). See below for variable compensation rates applicable to renewals taken prior to March 1, 2025.

Effective March 1, 2025 and later (May 1, 2025 and later in MN and RI), renewal business variable compensation is applicable to all eligible policies when the renewal is taken in March 2025 and later (May 2025 and later in MN and RI). See below for variable compensation rates applicable to renewals taken March 1, 2025 and later (May 1, 2025 and later in MN and RI).

Q) How can I earn variable compensation on renewal business?

A) In January and February 2025 (January through April 2025 in MN and RI), renewal variable compensation paid on policies issued 1/1/2023 and later, with an original policy effective of 1/1/2023 and later, when the renewal is taken in January 2025 or February 2025 (January through April 2025 in MN and RI), will be determined by the bundling status of a household and types of products bundled.

Effective March 1, 2025 (May 1, 2025 and later in MN and RI), renewal variable compensation paid on all eligible policies when the renewal is taken in March 2025 and later (May 2025 and later in MN and RI), will be determined by an agent's 2025 AAP level earned during 2024 (Jan. 1, 2024 through Dec 31, 2024 measurement period), the bundling status of a household, and types of products bundled.

A minimum production level is not required to unlock renewal business variable compensation. This does not include the first renewals of 6-month standard auto and standard specialty auto policies.

Q) How much additional renewal compensation can an agent earn?

A) For eligible renewals taken in January and February 2025 (January through April 2024 in MN and RI), renewal business variable compensation rates are as follows:

- Preferred Bundled: 3% for all eligible policies
- Bundled: 2% for all eligible policies
- All Commercial Lines (regardless of bundled status): 2%

For eligible renewals taken March 1, 2025 and later (May 1, 2025 and later in MN and RI), renewal business variable compensation rates will be as follows:

Countrywide (excluding California, Connecticut, Florida, New York, and New Jersey)

	Elite Agents		Pro Agents		Emerging Agents	
	Preferred Bundle*	Bundled	Preferred Bundle*	Bundled	Preferred Bundle*	Bundled
Standard auto**	3.5%	2.5%	3.0%	2.0%	3.0%	2.0%
Homeowners/Condo	3.5%	2.5%	3.0%	2.0%	2.0%	1.0%
Other personal lines	3.0%	2.0%	3.0%	2.0%	2.0%	1.0%

*Preferred bundled is auto + homeowners or condo.

**Excludes first renewals on six-month auto policies.

California, Connecticut, and Florida only (bundling does not apply)

	Elite Agents	Pro Agents	Emerging Agents
Standard auto*	5%	4%	2%
Homeowners/Condo	2%	1%	0%
Other personal lines	2%	1%	0%

*Excludes first renewals on six-month auto policies.

Q) What is considered a Preferred Bundled household?

A) Preferred Bundle refers to any household bundled with both an Auto and Home or Condo policy.

Q) What is considered a Bundled household?

A) Bundled household refers to any household that does not include both an Auto policy and a Home or Condo policy, but includes more than 1 recognized product line.

*Refer to the [Bundling](#) section for details on recognized products and timing of bundling.

Renewal Business Variable Compensation Eligibility

Q) What lines receive renewal business variable compensation?

A) See line eligibility for variable compensation below.

For renewals taken in January 2025 and February 2025, renewal business variable compensation will apply to the renewal business policy period for policies issued 1/1/2023 and later, with an original policy effective of 1/1/2023 and later.

For renewals taken in March 2025 and later, renewal business variable compensation will apply to the renewal business policy period for all eligible policies.

Includes:

- Standard Auto (excluding 1st renewal of six month policies)
- Homeowners
- Standard Specialty Auto (excluding 1st renewal of six month policies)
- Consumer Household (renters, landlords, condo, personal umbrella policy, boatowners, manufactured home, and recreational vehicles)
- Facility (premium from coverages not ceded to facility)
- Product lines listed above bound by the CCC resulting from an agent forwarded phone
- Product lines listed above bound through an agency website

Excludes:

- Non-Standard Auto
- Non-Standard Specialty Auto
- Motor Club
- Flood
- SPP
- VIP
- Life & Retirement
- Service Fee policies

- Plus Policies
- JUA/JUP
- Facility (premium from coverages ceded to Facility)
- California Earthquake Authority
- Hawaii Hurricane Relief Fund
- Northlight
- Ivantage
- Michigan Catastrophic Claim Association
- Assigned Risk policies
- Policies bound via a direct call to the CCC (1-800-Allstate)
- Policies bound through the Web (Allstate.com)
- Prior to March 1, 2025, policies with an original policy effective date prior to Jan. 1, 2023 (includes positive and negative endorsements)

Refer to the [Property & Casualty Commission Schedule](#) for commission rates by product/channel of bind.

Q) As add car premium is excluded from variable compensation eligible premium, when will the premium be recognized for renewal variable compensation?

A) The premium for an add car will receive new business base commission rates when it is issued and upon the first renewal of the add car. The premium for the add car is excluded from variable compensation eligibility during this time. Upon the next policy renewal of the standard auto policy, the add car premium will be included in the premium base for the policy and will become eligible for renewal variable compensation.

Bigger Bundle Bonus

* Further details and examples coming soon.

Q) What is the Bigger Bundle Bonus?

A) Effective March 1, 2025, all established agents are eligible to receive a flat payout for each additional eligible third or more new product line into a new or existing multiline household.

Q) What lines are eligible for the additional payout?

A) Lines that are eligible for household [bundling](#) are eligible for the Bigger Bundle Bonus. Refer to the table in the Bundling section for a list of eligible lines.

Q) How is an additional payout determined?

A) When an agent issues an eligible third or more new product line into a household, the agent will receive a payout of \$50 or \$25 per newly issued 3rd or more product line, depending on the types of lines in the household.

- Third or more new product lines written in a households with a standard auto, homeowners, or condo policy will each earn \$50.
- Third or more new product lines written in a household without a standard auto, homeowners, or condo will each earn \$25.

Q) When will an agent receive the bonus payout?

A) The bonus will be paid the month after the additional new product line is issued.

Q) When will an agent receive the bonus payout for a policy that has a future effective date?

A) The bonus is paid based on the issue date of the policy, not the future effective date.

Q) Will an agent receive a bonus for brand new customers/households if an agent writes 3 or more eligible lines at the same time?

Yes, an agent will earn a flat dollar payout for the 3rd plus line with the flat dollar payout dependent on types of lines in the household.

Q) If there are two different agents in a household, which agent receives the bonus for the additional line(s)?

A) The agent that issues the additional new product line into a household will be eligible for the bonus payout.

Q) How will the Bigger Bundle Bonus show up on reporting?

A) Agents will see the bonus information within the Compensation App in DASH.

Q) Will an agent be eligible for a payout if the additional new product line (3rd or more) is written by direct via call forward or through agency website?

A) Yes, if the eligible additional new product line (3rd or more) is written by direct via call forward or through agency website, the agent who is assigned the policy will be eligible for a flat payout.

Q) What happens if the additional new product line (3rd or more) is written by direct (1-800-Allstate or Allstate.com) and the policy is assigned to an agent. Will the agent receive the bonus payout?

A) Agents are not eligible for a bonus payout when the additional new product line is written by direct via 1-800-Allstate or Allstate.com

Q) Will there be any chargeback for the bonus?

A) Yes. Additional information coming soon.

Q) Where can an agent find a list of households in their book of business that can be cross-sold?

A) Agents will be able to use the new Householding Detail report within DASH to see the makeup of a customer's household and determine cross-sell opportunities. Additional details on reporting will be shared when they are available.

Bundling Details

Q) What is considered a Bundled household?

A) Bundled household refers to any household that includes more than one (1) recognized product line.

Q) What products are recognized in determining if a household is Bundled for commissions?

A) See details below for a list of products that are recognized.

Product type	Recognized in determining if a household is Bundled
Auto lines: Standard auto, non-standard auto	Yes
Specialty Auto lines	Yes
Homeowners	Yes
Consumer Household: renters, landlords, condo, personal umbrella policy, boat, man home and rec vehicle	Yes
ABI – voluntary auto and non-Auto (CPP, BOP, Commercial)	Yes/No (see below for details)

Product type	Recognized in determining if a household is Bundled
Ivantage	Yes/No (see below for details)
North Light	Yes
Other –Facility, Flood	Yes
CA Earthquake	No
Workers Compensation (048)	No
Scheduled Personal Property	No
Valuable Item Protection	No
Motor Club	No
Life & Retirement	
Life Insurance sold through Expanded Markets	Yes
Annuities sold through Expanded Markets*	Yes
Crump Life	No
Discontinued ALIC and LBL Life	Yes
Discontinued ALIC and LBL Annuities	No
Discontinued ALNY Annuities and Life	No
Mutual Funds	Yes
Managed Assets	Yes
Disability Income	No
Long Term Care	No
Allstate Benefits worksite and individual payroll cases	No

*Includes fixed, index, variable annuities (excludes SPIAs).

Details on [Ivantage products that will and will not be recognized](#)

Q) Will all commercial business be recognized in determining if a household with personal lines products is Bundled?

A) While there are no commercial product exclusions, in order for a personal lines policy to be recognized in a bundled household with a commercial policy, both policies must be written to the same individual. An individual's customer data must be consistent across both policies to be recognized as bundled. All commercial policies will receive the same variable compensation rates regardless of bundled status.

Q) How will bundling status be determined?

A) Bundling status will be determined based on policies that are in force with active coverage in the household at the end of the month the renewal is taken. Policies that are terminated will not be used to determine a household's bundling status. Bundling status is re-evaluated weekly and monthly.

Q) Is the bundling status of a household impacted by issued, not taken renewals?

A) No. If a policy renewal is issued but not taken by the end of the month in which the renewal is effective, the policy will still be considered active for the household bundling metric for the policy.

Examples:

Home – renewal effective date March 28, 2025 / renewal taken March 15, 2025

Auto – renewal effective date March 28, 2025 / EZ pay draft scheduled for April 3, 2025

- March production – renewal variable comp paid on Home based on preferred bundle, even though the Auto renewal was not taken by the end of March
- April production - renewal variable comp paid on Auto based on preferred bundle

Home – renewal effective date March 28, 2025 / renewal not taken, policy terminated April 27, 2025

Auto – renewal effective date April 15, 2025 / renewal paid April 15, 2025

- April production – auto policy is paid at monoline rates

Refer to the [PBR](#) section for details on how issued, not taken renewals impact PBR.

New Business Variable Compensation Bundling

*Refer to the [Bundling Table](#) for additional details.

Q) What date is used to determine the household bundled status for each new issued policy?

A) The sales issued date is used to determine if a household is monoline, bundled or preferred bundled at month end.

Q) How will the household bundled status for new policies be determined if policies in the same household are issued in the same month for a new customer to Allstate?

A) When two policies are issued in the same month for a new customer to Allstate, either on the same day or different days of the month, the first policy to issue in the system will be seen as a monoline. The reason the policy is seen as a monoline is because there are no other policies in the customer's household at the point of issuance. Once the second policy issues, the system will see the first policy in the household and will apply the appropriate bundle status to the second policy based on the policy makeup of the household (preferred or bundled). Bundling status is re-evaluated weekly and monthly. When the bundling status is re-evaluated, the bundle status of the first policy will be updated to preferred or bundled, if multiple policies are still active within the household at the point of re-evaluation.

Q) How will the household bundled status for new policies be determined if policies in the same household are issued in different months?

A) New policies that are in a new household and issued in different months will not all be recognized together.

Example: New Auto policy is issued on 6/28/2025 and a Home policy is issued into the same household on 7/1/2025. The Auto policy will receive monoline new business variable compensation rates in June, as the Home policy was not issued until the following month. In July, the Home policy will be recognized as multiline and receive the Preferred Bundled new business variable compensation rates, assuming an agent achieves their minimum production baseline. When the 1st renewal of the auto policy is taken in December 2025, it will receive the Preferred Bundled new business variable compensation rates, assuming an agent achieves their minimum production baseline and the Home policy is still active.

Q) How is Ivantage business reported and how will that impact the bundled status of new business items?

A) Each expanded market carrier delivers policy data to Ivantage separately and at different times ([see Ivantage Policy Data Timing](#)). Carrier data, which includes new policies and customer data changes from the prior day, is automatically sent from Ivantage to Allstate each day at 4:00 p.m. CST for householding purposes.

Ivantage new business policies will be included in household bundling for the month during which the policies were reported.

- Policies for which data is received from carriers on a daily or weekly basis are likely to be included in the current month variable compensation calculations.
- Policies for which data is received from carriers less frequently will likely not be included in current month variable compensation calculations. Ivantage is working with these carriers to increase the frequency of data sharing to include in the household bundling calculations more immediately.

Renewal Business Variable Compensation Bundling

Q) If an agent issued a new auto and new homeowners policy in two separate months, what rates will they receive at renewal?

A) Upon renewal, as long as both policies remain active, they will be recognized as a preferred bundle and receive preferred bundled renewal business variable compensation rates when they renew (6-month standard auto will receive new business variable compensation rates at 1st renewal, assuming elite agent and minimum production baseline is achieved).

2025 Agency Bonus

(not applicable to start-up agencies participating in the Enhanced Compensation Plan or established agencies participating in the Enhanced Scratch Established program)

Q) How does the 2025 Agency Bonus program differ from the 2024 program?

A) The 2025 Agency Bonus will remain an annual program with a quarterly advance payout opportunity. The quarterly advance payout opportunity will continue to be offered to Elite and Pro agents who opt in to earning quarterly advance payouts throughout the year, rather than one payout at YE. This structure increases cash flow for agents throughout the year, while allowing them to maintain the full annual Agency Bonus opportunity.

In addition, the 2025 program will include an opportunity for agents who do not meet their PBR requirement to achieve a partial Agency Bonus payout by achieving a lower PBR target. The 2025 program will also include an opportunity to earn back some of the original bonus by achieving exceptional growth, with more information to be shared when details are finalized.

Q) What measures make up the 2025 Agency Bonus?

A) Agency Bonus will continue to have a Portfolio Growth component to measure the growth of the agent's entire book of business. Standard Auto Only Loss Ratio and Policy Bundle Rate (PBR) metrics will be used as qualifiers in the 2025 bonus program.

Q) How much additional compensation can be earned from the Agency Bonus?

A) Once the qualifiers are met, portfolio growth pays up to 4% of bonus eligible written premium can be earned.

Q) What are the 2025 bonus qualifiers for Established agencies?

A) The qualifiers for Established agencies are as follows:

- Standard Auto Only Loss ratio: will be shared when details are finalized
- The Policy Bundle Rate requires agents to have a minimum percentage of policies bundled to unlock their bonus payout, with an opportunity to earn a partial bonus if the minimum is not met.
- Final 2025 qualifier levels will be shared by the end of First Quarter 2025.

Q) If an agent doesn't meet their minimum PBR requirement, can they still earn an Agency Bonus payout?

A) Agencies that don't meet their minimum PBR level, are eligible to earn a partial bonus payout.

*Additional information will be shared when details are finalized.

Q) Will there be an opportunity to earn back a portion of the bonus if an agent receives a reduction due to not meeting their PBR requirement?

A) Additional information will be shared when details are finalized.

Q) How is the Agency Bonus calculated?

A) The bonus is calculated as a percentage of eligible written premium, which is defined as written premium net of catastrophe reinsurance excluding all flood business, Motor Club, CA Earthquake, HI Hurricane Relief, Facility (included for North Carolina), Facility Property (mine subsidence), JUA and Service Fee . This eligible premium also excludes premium from Ivantage, North Light and Life and Retirement products. Refer to the [Catastrophe Reinsurance Premium](#) section for information on the catastrophe reinsurance premium factor.

Q) How do you determine what tier size an agency is?

A) An agency tier size is determined by an agent's Total Property and Casualty PIF count as of December 31. Please note that an agency tier size is reevaluated in the event of a purchase or sale of agency.

Tier Size	PIF Count
Tier 1	<=1,499
Tier 2	1,500-2,999
Tier 3	3,000-5,999
Tier 4	6,000-8,999
Tier 4b	>=9,000

Q) Why does the current month PYE PIF not match the PIF on my December business metrics report (e.g. PYE PIF on April 2025 report differs from year-end PIF on December 2024 report)?

A) The following are some examples of why the current month prior year-end PIF may not match the December business metrics report:

- Purchase of the Economic Interest in a Book of Business:
 - When an agency purchases the economic interest in a book of business both the prior year-end and current year policies are restated to include the additional policies.
- Agency Sign-off:
 - If an agent signs off on a policy, the new agent of record will receive a prior and a current year count. The former agent of record will have no current or prior year count.

Q) How do policies seeded as Service Fee versus Plus Policy differ from a compensation perspective?

A) Policies seeded as Service Fee are not included in the premium or underlying performance metrics used to calculate Agency Bonus. Policies that were seeded as Plus Policy are included in the premium and underlying performance metrics used to calculate Agency Bonus. The Plus Policy program sunset as of 8/1/2019.

Q) If a seller's last month on ECP is the month prior to a purchase, will the buyer be under the ECP or Established compensation program?

A) The buyer will be on the Established compensation program as the seller completed their time on ECP and would be considered "graduated" from the ECP compensation program. For example, if the seller's last month on ECP is July and the purchase date is Aug. 1, the buyer will be considered Established.

Q) Are policies bound by the CCC via the Agency Routed program (1-800-ALLSTATE or Allstate.com) included in the metrics for Agency Bonus?

A) All CCC Agency Routed assigned policies will be excluded for the 2025 Agency Bonus metrics.

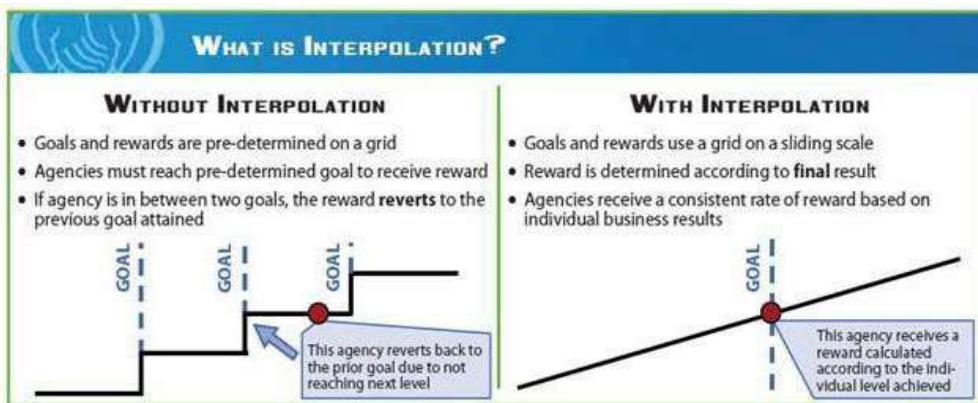
Q) How is interpolation being used in the Agency Bonus program for Established agencies?

A) Interpolation is used in the portfolio growth goal-setting process and to calculate the bonus percentage.

- *Portfolio growth goal setting:* Goals are interpolated across agency size categories (tiers) to more closely align portfolio growth goals with individual agencies' actual size. The example below shows how the portfolio growth payouts would differ with and without interpolation for three agencies with different PIF levels (book sizes).

	Agent 1	Agent 2	Agent 3
PIF Size	1,750	2,100	2,750
Portfolio Growth grid	Y	Y	Y
Expected PG payout percentage without interpolation	1.50%	1.50%	1.50%
Expected PG payout percentage with interpolation	1.11%	1.50%	1.86%

- *Calculation of the bonus payout:* When interpolation is used in the payout calculation, an agency owner can earn points for incremental improvement, not just when he or she achieves the next goal level. This means that each increase in portfolio growth will be recognized with additional payout. See the chart below.



Q) What is the portfolio growth point weighting associated with each product group?

A) Various portfolio scores apply to items in force for different product lines:

Countrywide

Points	Products
5	<ul style="list-style-type: none"> P&C Lines (other than the 10 or 20 point lines listed below), includes Specialty Auto North Light Landlords
10	<ul style="list-style-type: none"> Standard Auto Life & Retirement* <ul style="list-style-type: none"> Term Life products Permanent Life products Fixed, Index, Variable (excludes SPIA) written through Equitable, Lincoln Financial Group, Protective, and Sammons)
20	<ul style="list-style-type: none"> Homeowners North Light Homeowners Condo North Light Condo

*Excludes Allstate Basic Term, Protective Simplified Issue Passport Term, Simplified Life, Crump, and Allstate Benefits Click [here](#) for a list of statewide exclusions.

Note: Additional line exclusions may be applied at the market level.

Q) Which Life & Retirement products are included for Portfolio Growth and Policy Bundle for Agency Bonus?

A) The following chart identifies the product groups included in each measurement.

Products	Portfolio Growth	Used to Determine Multi-line Household
Life Insurance sold through Expanded Markets ¹	Yes	Yes
Annuities sold through Expanded Markets ²	Yes	Yes
Crump Life	No	No
Discontinued ALIC and LBL Life	Yes	Yes
Discontinued ALIC and LBL Annuities	No	No
Discontinued ALNY Annuities and Life	No	No
Mutual Funds	No	Yes
Managed Assets	No	Yes
Disability Income	No	No
Long Term Care	No	No
Allstate Benefits worksite and individual payroll cases	No	No

¹Non-medically underwritten and juvenile policies are excluded from portfolio growth, but are used to determine multi-line households

²Includes fixed, index, variable annuities (excludes SPIAs).

Q) How are the Agency Bonus components determined for a stand-alone scratch agent that appoints on the Established program in 2025 since they have no prior year-end metrics?

A) Stand-alone scratch agents that appoint on the Established program in 2025 will use the Tier 1 grids to determine their Agency Bonus goals. Satellite locations will take on the goals of their primary.

Quarterly Advance Payouts

Q) Who is eligible for quarterly advance payouts?

A) Established Agents are eligible to opt into quarterly advance payouts during the selection process, which will open in mid-January 2025 and will close by the end of January. Only established agents who achieve Elite or Pro AAP status for performance year 2024 will be eligible to receive quarterly advance payments.

Q) Does an agent's decision to opt in or opt out of quarterly advance payouts apply to the full year?

A) Yes, an agent's decision to opt in applies to all of 2025. There will be one opt in opportunity at the beginning of 2025. If an agent does not opt in, they will not receive quarterly advance payouts for the full year. There are no exceptions to this rule.

Q) If an outside buyer who is eligible for the agency bonus program starts after the opt in period, can the agent still opt into quarterly advance payout?

A) No. An agent needs to be an established agency for the full agency bonus year to be eligible to opt into the quarterly advance payout.

Q) Can an ESE or ECP agent who loses their eligibility to participate in or graduates from those programs who becomes eligible for the agency bonus opt into the quarterly advance payouts?

A) The agent would not be eligible to opt into the quarterly advance payouts unless they become eligible for the agency bonus prior to January 1, 2025.

Q) Are there any requirements to earn a quarterly advance payout?

A) Yes, there are additional requirements to earn the quarterly advance payout. Additional information will be shared when details are finalized.

Q) How will the quarterly advance payouts be paid?

A) Quarterly advance payouts will be calculated as a percentage of the on pace year-end bonus. Agents who have opted in and are eligible for a quarterly advance can earn a payout for the quarters they achieve. Quarterly advances will be paid the month following the calendar quarter end, along with the agent's monthly commissions (e.g. calendar quarter end March 31, quarterly advance, if earned, will be paid with the monthly commissions in April). Agents must be active at the time of payment to receive the quarterly advance payout. Please note, if, as required by the R3001 Agreement, you have given your notice of intent to terminate or have been given a termination with or without notice, you will not be eligible for the quarterly advance even if you are active at the time the advance is paid. Additionally, due to system constraints, your DASH reporting may reflect you have qualified for a quarterly advance payout; you will need to disregard this report.

- Quarter 1 – agent can earn 15% of the estimated year end bonus
- Quarter 2 – agent can earn 15% of the estimated year end bonus
- Quarter 3 – agent can earn 20% of the estimated year end bonus
- Quarter 4 – if the agent qualifies for an agency bonus, the final payout will be calculated and the payment made will be less the quarterly advances previously received.

Q) If I opt-in to the quarterly bonus opportunity but miss my bonus in a quarter, will I automatically forfeit some of my total bonus payout?

A) No. Missing a quarterly payout based on your on-pace bonus performance at that time will not reduce your total bonus opportunity. At year end, you will receive your full bonus payout less any payouts earned through quarterly advances.

Example: Agent opts in to quarterly advance payouts and does not earn a payout in Q1. Agent will earn full remaining bonus amount at year end.

	Total YE On-Pace Payout:	Quarterly Advance:	Qualified:	Payout:
Q1	\$100,000	15%	No	\$0
Q2	\$100,000	15%	Yes	\$15,000
Q3	\$100,000	20%	Yes	\$20,000
Q4/YE	\$100,000		Yes	
YE Payout:				\$65,000

Q) If I receive a quarterly advance payout but don't end up qualifying for bonus at year end, will I have to pay back any advance payouts I received?

A) No. Since any advance payouts received will not be clawed back if you end up not qualifying for Agency Bonus at year end, the qualifiers for advance payouts are more rigorous than the general Agency Bonus qualifiers.

Q) If an Elite or Pro agency owner has opted into the quarterly bonus payouts and the agency owner sells the economic interest in their book of business prior to December 31, 2025, will they be required to pay back the Agency Bonus payout(s) they have already received?

A) No, the agency owner will not be required to pay back the agency bonus payouts, unless the agency owner is terminated for cause and is required to pay back the bonus payouts due to a bonus reclaim.

Q) If a new agent purchases the economic interest in a book of a business from an agent that opted to receive bonus quarterly advance payouts, will the new agency owner receive a reduced agency bonus at the end of the year?

A) No. The new agency owner will be eligible for the full Agency Bonus amount, as long as all eligibility requirements are met.

Q) If an existing established agency purchases the economic interest in a book of a business from an agent who was opted into the quarterly payout, what are the impacts to the buying agent?

A)

- If the buyer did not opt into the quarterly payouts during the opt in period, the buying agent will continue to be ineligible for the quarterly payout and will only be eligible for the full Agency Bonus amount at the end of the calendar year, as long as all eligibility requirements are met.
- If the buyer opted into the quarterly payouts during the opt in period, the buyer would not be eligible for any quarterly advance payouts previously earned by the seller. Once the purchase is complete, the purchased book would roll up to the agent's existing book and the agent will be eligible for any remaining future quarterly advance payouts, based on recalculated goals.

Q) Are there any situations that would cause an existing established agency to lose their eligibility to qualify for quarterly advance payouts?

A) The quarterly advance payout option is linked to the agent's primary agent number. Any subsequent activity (sale/TPP/consolidation/merger) which results in the termination of the primary location, will result in the agency losing their eligibility to qualify for quarterly advance payouts.

Bonus reporting

Q) What tools are available to view my on-pace results for 2025 Agency Bonus?

A) The DASH Agency Bonus Tool and Leaderboard is available. The Agency Bonus Tool and Leaderboard with on-pace results for 2025 is typically not available in DASH until March.

Q) What reports will reflect the detailed results for portfolio growth?

A) The Agency Bonus program reports will be found on *DASH*. There is an Item Portfolio Growth Detail report that shows the agency owner/user all of the items/policies.

Q) Do the bonus reports tie to Business Metric reports? What if I have questions on the accuracy of what I'm seeing in the bonus report?

A) Yes, the bonus reports tie to the Business Metric reports for P&C and ALR business. To verify the Item Portfolio Growth Detail report, compare the summarized "Line Description" column against the Business Metric reports. If you have a question after checking the reports against the Business Metric reports, contact the Agency Support Team or your sales leader for assistance.

Q) Where can I see my bonus qualifier results?

A) The bonus qualifier results can be found in the Bonus Details and Qualifier Information qualifiers box in the DASH Agency Bonus Tool and Leaderboard.

Q) If I am not seeing all the policy numbers or items I expected, how do I address this?

A) First, check your Item Portfolio Growth Detail report. Use the search box to find the policy number. Each policy will have a current-month item count column that you can reference. For items, remember that items are based on the effective date. If you write an item with a future effective date that is not within the date range of the report, it will not be included in the report even though the policy will display. If you still do not see the policy or items, contact the Agency Support Team or your sales leader.

Q) How can I access my North Light production results?

A) North Light is fully integrated into the Business Metrics reports.

Portfolio growth specifics

(not applicable to start-up agencies participating in the Enhanced Compensation Plan or established agencies participating in the Enhanced Scratch Established program)

Q) How is overall portfolio growth measured?

A) Portfolio growth is defined as the year-over-year net growth of your Allstate book of business based on a portfolio score, including both new and renewal business. Each item in force (IIF) at prior year-end is multiplied by an applicable point level to determine a Total Portfolio Score. At the end of the current year, the same process is followed, and a Net Score Impact is determined. For example, if prior year-end score is 15,000 and current year-end score is 16,000, the Net Score Impact is +1,000 and the percentage impact = 6.7%. The actual compensation awarded will be based on individual cash-flow market goals.

Q) How do you forecast my "Portfolio Growth Estimated Year End" bonus number?

A) Agency owners can view their estimated year-end portfolio growth points through the following two ways within the *DASH* Agency Bonus Tool and Leaderboard:

1. Straight-line annualization

- This method gives equal weight to each remaining month in the year and remains consistent with past reporting.

$$\text{Year-end PG points} = \left(\frac{\text{Current month year-to-date PG points}}{\# \text{ of months year-to-date}} \right) \times 12$$

2. Seasonalized trend

- This method creates a weighting factor for each remaining month in the year based on historical countrywide new business and retention loss trends. The calculation uses the following variables:
 - Current month PG points
 - Estimated new business production for the remainder of the year using a normalized four-month-mover (4MM) and applying countrywide seasonality factors for each remaining month
 - PG points lost to retention for the remainder of the year, applying countrywide seasonality factors for each remaining month

$$\text{Year-end estimated PG points} = \text{Current month PG points + new business - retention loss}$$

Within the *DASH* Agency Bonus Tool and Leaderboard, there will be a toggle to select each option, as shown below:



Please note the following:

- The seasonalized trend calculation will be reflected in portfolio growth points and bonus dollars only; IIF counts will not update under this method.
- On-pace awards ranking will continue to be based on straight-line annualization results.

Q) What policy information is included in the Item Portfolio Growth Detail report?

A) The Item Portfolio Growth Detail report includes all policies that were in force during the year. Policies that were active in the current year but terminated on or before the end of the year will also be included in the report. Agencies will be able to track their terminations by sorting the report on termination dates. If a policy renewal is **issued** but not **taken**, the PG points for the policies will be removed until the renewal is **taken** on the policy. This may occur in a month that does not align with the renewal effective date.

Q) Why would certain lines be zeroed out for portfolio growth?

A) Any line that has new business restrictions and non-renewals may have its current- and prior-year points omitted from the total score. The written premium for these lines would still be included in the bonus calculation.

Q) How will portfolio growth goals be adjusted if an agency increases or decreases in size categories for the 2025 Agency Bonus?

A) Portfolio growth goals will be set based on 2024 year-end policies in force as stated in the Business Metric reports. The goals will not change unless there is a change in agency status (e.g., merger, book purchase or sale of satellite).

Impact of purchases and mergers

Refer to the [Agency Compensation Program Roll-up Rules FAQ](#) for details regarding goal recalculation due to a purchase, merger, or consolidation.

Q) What happens if an agency owner purchases a book with Plus Policies?

A) PIF is reflected immediately in a purchase situation.

Q) If an agency owner sells the economic interest in their book of business effective January 1st, which party receives the Established Agency Bonus payout (if earned) – the buyer or the seller? Which party will receive the payout change if the economic interest being sold is one of multiple sales locations?

A) The agency owner that has the active R3001 Agreement with Allstate as of December 31st of that bonus period will receive the Established Agency Bonus, if earned. If a book sale occurs on January 1st of the following year, the seller will be the agency owner who receives the bonus for the previous bonus period. This payout structure is the same for an agent's Established Agency Bonus if an agency with multiple locations terminates one of their locations. Please note: The company reserves the right in its sole discretion to chargeback, reduce, or eliminate any bonus payment to the extent an agency improperly issued company business to qualify for the Agency Bonus or the Company is unable to determine if the agency qualified for

the Agent Bonus because of improper activity with the agency. Additionally, an agency owner shall not be eligible for the Agency Bonus if the company has terminated the R3001 Agreement immediately for cause. See the Supplement for the R3001 Agreement for details.

Items in force (IIF) specifics

Q) When does IIF activity affect the current- and prior-year counts?

A) New items added to a book always affect current-year IIF counts. The exception is for assignments, which are added at renewal, and future effective date policies, which are added on the effective date. Prior year-end, which is the base for goal setting, is adjusted only when there is a change in the composition of the book of business (sale, merger or consolidation). By adjusting the prior year-end IIF counts in the case of a transfer in economic interest in a book of business, no growth will be recorded. Also, items are counted based on policy-effective dates (gains) and cancellation/renewal dates (losses, for terminations and customers not renewing).

Activity within a book of business

Q) How will “add cars” affect IIF?

A) The addition of a car to an existing customer’s policy will increase the IIF count by one. Conversely, a deletion of a car will decrease the count by one.

Q) How will cancellations and rewrites affect IIF (non-SBO process)?

A) When a policy is canceled, the policy and related items drop from the agent of record’s IIF and PIF counts.

- If the policy is rewritten **within 120 days** of cancellation (in the same line by the agent of record or any other agency owner), the original agent of record will gain the policy and related item counts.
- If the policy is rewritten **beyond 120 days** of the policy cancel date by an agency owner other than the original agent of record, the writing agent will be the new agent of record on the policy and will gain the policy and related item counts.

Q) How will state-to-state transfers affect IIF?

A) The original agent of record will lose the IIF, and the new agency owner in the new state will gain the IIF.

Q) How are customer transfer-ins and transfer-outs being handled? Does the agency owner’s prior-year IIF go up or down, or is it counted as a plus or minus on the growth side?

A) Transfer-ins will count as IIF growth for the new agency owner for Agency Bonus purposes (prior year-end will not change). Conversely, transfer-outs will be counted as minuses.

Q) If a different/new agency owner processes a spin-off on children, which agency owner gets the additional IIF count?

A) The new agency owner will gain the IIF.

Q) If a customer has a lapse of any kind and is reinstated with payment (usually with a new policy number), how will IIF be affected?

A) In this situation, the old policy loses the item counts, and the new policy gains the item counts.

Q) If an agency owner writes a policy in December 2024 with a February 2025 future effective date, how will this affect 2024 IIF count?

A) There will be no impact to the prior-year IIF count, and the new item will be counted when it becomes effective in February 2025.

Q) For a two-car auto policy with one car in suspense, what happens to the IIF count?

A) For a vehicle put into suspense, premium is still received for that vehicle, so IIF counts are unaffected.

Impact of selling/servicing customers outside of a book of business

Q) Will an agency owner get IIF credit for adding cars to policies belonging to other agents of record?

A) When an agency owner adds a car to a policy that already has an agent of record, the writing agent will gain IIF count until the first renewal. At the time of renewal, the original agent of record gains the IIF count, and the writing agent loses the IIF count. If an agency owner other than the agent of record drops a vehicle, the original agent of record loses the IIF count, with no impact to the other agency owner.

Q) What if I am a requested agency owner on a policy? Will the items be counted as IIF growth?

A) The IIF count remains with the original agent of record, not the requested agency owner.

Policy Bundle Rate (PBR) Specifics

Q) How is the Policy Bundle Rate (PBR) calculated?

A) The Policy Bundle Rate is calculated as: Total New Multiline Policies Issued Year-to-Date divided by Total New Policies Issued Year-to-Date.

Q) How is an agent's PBR metric impacted by issued, not taken renewals?

A) PBR metrics measure active policies. If a policy renewal is issued but not taken by the end of the month in which the renewal is effective, the PBR metric for the policy will be removed until the renewal is taken on the policy. This may occur in a month that does not align with the renewal effective date.

Example: Customer has auto and home policies that were issued in March of the same calendar year. Both count as new issued policies and as new multiline when the policies are issued and effective on March 1.

- March - August PBR metric reflects 2/2 for this household.

Renewal for the auto policy is effective Sept. 1, but is not taken until Oct. 3.

- September PBR metric reflects 0/1 for this household since the auto renewal was not taken before the end of the month.
- October PBR metric reflects 2/2 for this household since the renewal was taken in October and the auto policy will be recognized as active again.

Refer to the [Policy Bundle Rate FAQs](#) for additional details on the Policy Bundle Rate.

Standard Auto-only Loss Ratio Specifics

Refer to the [Standard Auto-only Loss Ratio FAQs](#) for additional details on Standard Auto-only Loss Ratio.

Capture Rules

*Details regarding capturing are still being finalized and more information will be shared when available.

Q) What is a service fee policy?

A) A Service Fee policy is an unrepresented policy that has been assigned (seeded) to an agent on a service fee basis. Service Fee policies remain the property of the Company. Additional information can be found in the Supplement for the R3001 Agreement applicable to your agreement.

"Seeded" policies are policies given to an active agent from an agent who has left the company via the Termination Payment Provision (TPP).

Q) What is an assigned policy?

A) An assigned policy is a policy that was bound by the Customer Contact Center via a direct call to 1-800-Allstate or through Allstate.com and assigned to an agent. Policies bound via Agency Call Forward and Agency Website are not considered assigned policies.

Q) What policies are eligible to be captured?

A) Effective March 1, 2025 and later, service fee policies will be eligible to be captured by the agent who is assigned as the service fee agent.

Q) Will assigned policies be eligible to be captured?

A) Details regarding this specific scenario will be shared later.

Q) What is a Plus policy?

A) A Plus Policy is a policy that was assigned to an agent as the agent of record, at a modified commission rate (plus policy commission rate) for five full annual renewal periods. These policies are not eligible for cross-sell and capture, since the agent receiving the plus policy commission rate is already the agent of record.

The Plus Policy program was sunset in August 2019. Refer to the Supplement for the R3001 Agreement applicable to your agreement for full details on plus policies.

Q) How can an agent capture a service fee policy?

A) When the service fee agent on a policy cross sells an additional eligible line into the household, that agent is eligible to capture all the service fee policies in the household that have been assigned to them.

Q) Can an agent capture service fee policies that are not assigned to them?

A) No. Only the agent that is assigned the service fee policy is eligible to cross-sell and capture that policy.

Q) What does an agent gain when they capture a policy and become the agent of record?

A) Once a policy is captured, the capturing agent becomes the full agent of record on the policy and is eligible for full base commissions, variable compensation, agency bonus, TPP², and policy business metrics such as PIF, IIF, losses, premium, etc.

Q) When will an agent see the metrics and begin receiving full compensation on a captured policy?

A) Details will be shared later.

Q) What lines are eligible to be cross-sold to capture service fee policies?

A) The following is a list of lines that can be cross-sold to capture service fee policies:

Product type	Cross-sold to Capture:
Auto lines: Standard auto, non-standard auto	Yes
Specialty Auto lines	Yes
Homeowners	Yes
Consumer Household: renters, landlords, condo, personal umbrella policy, boat, man home and rec vehicle	Yes
Ivantage	Yes/No (see below for details)

² Refer to the Supplement for the R3001 Agreement for a list of policies that are excluded from TPP.

Product type	Cross-sold to Capture:
North Light	Yes
Other –Facility, Flood	Yes
CA Earthquake	No
Workers Compensation (048)	No
Scheduled Personal Property	No
Valuable Item Protection	No
Motor Club	No
Life & Retirement	
Life Insurance sold through Expanded Markets	Yes
Annuities sold through Expanded Markets*	Yes
Crump Life	No
Discontinued ALIC and LBL Life	Yes
Discontinued ALIC and LBL Annuities	No
Discontinued ALNY Annuities and Life	No
Mutual Funds	Yes
Managed Assets	Yes
Disability Income	No
Long Term Care	No
Allstate Benefits worksite and individual payroll cases	No

*Includes fixed, index, variable annuities (excludes SPIAs).

Details on [Ivantage products that will and will not be recognized](#)

A) Where can an agent find a list of policies that are eligible to be cross-sold and captured?

A) Refer to the [Finding Service Fee Policies in DASH](#) job aid, which will be available in DASH on November 28.

Information for additional compensation and incentive programs

For questions regarding additional compensation and incentive programs, see the applicable program FAQs:

- [Service Fee FAQs](#) (includes information related to seeded service fee policies)
- [Assigned Policy Compensation FAQs](#) (includes information related to Allstate.com & 1-800-ALLSTATE bound policies)
- [Policy assignment FAQs](#) (includes information related to online customer acquisition)
- [ABO FAQs](#)
- [Commissions 101](#) (includes information on how base commissions are paid)
- [New Business FAQ](#) (includes information on what policies receive new business credit)
- [TPP FAQ](#) (contains information related to TPP, including vesting and payment)

These FAQs will be updated as more information becomes available. Always refer to the most up-to-date versions found on Gateway. You can access all the compensation and incentive program FAQs through the applicable Compensation Hub ([countrywide](#), [California](#), [New York/New Jersey](#)).