



2020

RECOGNITION

PROGRAMS

CRITERIA • RULES
DESTINATIONS



RECOGNITION PROGRAMS THAT FOCUS ON GROWTH AND BUSINESS EXCELLENCE.

Recognition has always been part of our culture.
Getting together, celebrating achievements and recognizing hard work
is essential to building a strong network.



CONGRÈS NATIONAL
NATIONAL CONFERENCE

BANFF

MAY 3-5, 2021

FAIRMONT BANFF
SPRINGS HOTEL

Banff, Alberta,
is a favorite destination
in western Canada
due to its exceptional
scenic beauty.

Tucked into the majestic
Canadian Rocky Mountains,
the charming town is located
in the heart of Banff National
Park, a UNESCO World
Heritage Site.

BANFF

MAY 3-5, 2021

FAIRMONT BANFF
SPRINGS : CANADA'S
«CASTLE IN THE ROCKIES»
HAS BEEN PROVIDING
LEGENDARY HOSPITALITY
FOR MORE THAN
130 YEARS.

2 NIGHTS



ASSOCIATES AND MANAGEMENT ONLY



NO TAXABLE BENEFIT



QUALIFICATION CRITERIA TOP 300

INDIVIDUAL

25,000 Recognition Credits (RC)

Including a minimum of
12,500 Insurance Credits (IC).

For the Top 25 performers
in terms of assets under
administration (AUA)*, only 50%
of the criteria in insurance is
required.

QUALIFICATION PERIOD



From January 1, 2020
until the company's
year-end in
December 2020.

1,000 BONUS CREDITS AVAILABLE FOR ASSOCIATES:

- HOLDING THE TITLE
OF CERTIFIED
FINANCIAL PLANNER
(CFP)

OR

- HOLDING THE TITLE
OF CHARTERED LIFE
UNDERWRITER (CLU)

OR

- 25 YEARS OF EXPERIENCE
WITH DESJARDINS
INSURANCE (DI).

LEAVE OF ABSENCE:

- 500 BONUS CREDITS PER
WEEK ARE PROVIDED
FOR PARENTAL OR
DISABILITY LEAVE TO A
MAXIMUM OF 7 WEEKS.

Only the Top 300 advisors will be invited to this event.

** As of January 1, 2020.*



CERCLE DE L'EXCELLENCE
EXCELLENCE CIRCLE

LONDON

JUNE 2021

One of the world's most visited cities, London has something for everyone: from magnificent history and culture to fine food and good times.

History and tradition greet you at every turn in London; it's also one of the coolest, most modern cities in the world. You can stop at the foot of the impressive Big Ben, contemplate the city from the London Eye or watch the famous Changing of the Guard in front of Buckingham Palace.

LONDON

England

JUNE 2021

PEOPLE COME TO
GLIMPSE THE ROYALS
AND TO TAKE IN
THEATER AND TRENDY
SHOPS; TO SAMPLE
TEA AND SCONES OR
CUTTING-EDGE CUISINE.

4 NIGHTS 

INVITE A GUEST 

TAXABLE BENEFIT 

QUALIFICATION CRITERIA TOP 80

INDIVIDUAL

57,500 Recognition
Credits (RC)

Including a minimum of **28,750**
Insurance Credits (IC).

QUALIFICATION PERIOD



From January 1, 2020
until the company's
year-end in
December 2020.

Only the Top 80 advisors will be invited to this event.



FORUM ÉLITE
ELITE FORUM

EDINBURGH

JUNE 2021

Capital of Scotland,
Edinburgh is a beautiful
city full of greenery,
which rises on a set
of volcanic hills.

Famous for its culture, history and incredible architecture, the Gothic buildings and cobbled streets of its old town undoubtedly make it a serious contender for the most beautiful city in the UK. Two cities, the old and the new, offer a striking contrast and are classified as World Heritage by Unesco.

EDINBURGH

Scotland

JUNE 2021

LOVERS OF HISTORY
AND TRADITIONS
WILL BE PLEASED,
BUT THE SCOTTISH
CAPITAL IS ALSO
YOUNG, DYNAMIC
AND MODERN

2 NIGHTS



INVITE A GUEST



TAXABLE BENEFIT



QUALIFICATION CRITERIA TOP 20

INDIVIDUAL

Top 10 associates with the highest total Recognition Credits (RC).



10 associates with the highest total dollar value in premium for individual insurance issued in 2020.

IMPORTANT

Qualification to the 2020 Excellence Circle is required.

Qualification to the 2019 or 2018 Excellence Circle is also required, with the exception of new associates (with or without experience)*.

QUALIFICATION PERIOD



From January 1, 2020 until the company's year-end in December 2020.

* The definition of new associate with or without experience applies to an associate who was contracted after January 1, 2017.

BUSINESS SERVICES BONUS DOLLARS

COST-SHARE PROGRAM

The Bonus Dollars cost-share program offers qualified associates a 50% reimbursement on the cost of services to develop their professional skills, marketing and business development.

QUALIFICATIONS	BONUS DOLLARS
Elite Forum	\$1000
Excellence Circle	\$750
National Conference	\$300

Associates who qualify for more than one conference will receive the highest of the rewards. Associates working in a producer group can also benefit from the Bonus Dollars allocated to the group.

ELIGIBLE BUSINESS SERVICES

HIGH-LEVEL TRAINING PROGRAMS

- Services of a business coach
- Training related to obtaining an industry-recognized professional title (eg.: CFP, CLU, CHFC, RFP)
- Professional consulting for high-potential clients
- Industry symposiums, activities organized by ADVOCIS, IFIC, LIMRA, LOMA and other industry organizations
- Professional development conferences on current financial topics

BUSINESS SERVICES BONUS DOLLARS

BUSINESS DEVELOPMENT

- Prospecting and loyalty-building activities: active participation in trade shows/business events, hosting evening receptions or sponsorship dinners, etc.
- Organization of seminars and production of related material: invitations, presentation documents, thank you letters, etc.
- Personalized announcements and advertising placement—general public or industry—in which the concept and the selected media will allow for effective outreach to the market segments likely to buy

MARKETING

- Any activity that could increase visibility of services (print or web advertisements, brochures, website)
- Printing of personalized marketing material produced by the Marketing and Events department (promotional cards, notepads, flyers)
- Sponsorships and networking activities that raise awareness of your services

A detailed outline of the associate's objective and/or involvement must be submitted to and approved by DFSIN Marketing and Events before expenses are incurred to ensure the expenses are eligible.

BUSINESS SERVICES BONUS DOLLARS

EXCLUSIONS

- Purchase of non-personalized promotional items, office furniture and equipment, computer hardware or software
- Donations to foundations or charities
- Expenses for entertainment (event tickets, golf games, business dinners, non-personalized corporate gifts, etc.)
- Meals and travel expenses
- Membership fees for industry organizations such as CFP, ADVOCIS, IFIC, LIMRA, LOMA and other industry organizations
- Fitness sessions (physical training), recreational activities
- Access or user fees for administrative services (Actualis, Univeris, Kronos, etc.)
- Generic business material and any administrative document which the associate must give to clients as part of the normal course of doing business: standard business cards, and administrative documents

REFUND

The refund claim form is available on Webi in the Recognition Programs section.

To receive a refund, the eligible expense must be purchased, invoiced, and copies of settled invoices submitted for reimbursement prior to the company's year end in December 2021. Photocopies of cheques are not considered proof of payment. Expenses will be refunded at 50% of the maximum available Bonus Dollars allowed. Requests received after the company's year end will not be refunded.

IMPORTANT



Bonus Dollars not used in the year in which they are awarded cannot be carried over to the following year.

EXCELLENCE AWARDS

FOR ASSOCIATES



MÉRITAS DE L'EXCELLENCE
EXCELLENCE AWARDS

DI LIFE INSURANCE

The highest volume of annualized issued and paid DI individual life insurance premiums.

+ maintain a **DI in-force persistency rate of 92% or higher**.

+ Lump-sum or additional deposits in the annual premium **are not** included.

DI HEALTH INSURANCE

The highest volume of annualized issued and paid DI individual health insurance premiums.

+ maintain a **DI in-force persistency rate of 92% or higher**.

TOTAL INSURANCE

The highest volume of annualized issued and paid premiums for DI insurance products and third-party insurance.

Consult General Rules and the Credits Chart at the end of this document for further details on qualification.

EXCELLENCE AWARDS

FOR ASSOCIATES



MÉRITAS DE L'EXCELLENCE
EXCELLENCE AWARDS

DI INVESTMENT

The highest volume of DI investment products (Annuities and Guaranteed Investment Funds Helios Contracts). This includes commissioned and non-commissioned production.

+ **positive DI Investment net sales.**

NEW ASSOCIATE OF THE YEAR¹ (WITHOUT EXPERIENCE)

The highest volume of Recognition Credits accumulated during the twelve months following contract signing. (Recruit's first service anniversary date falls in 2020 thus contracted in 2019, and meet the "without experience" criteria as defined in General Rules.)

+ a minimum of **10,000 Insurance Credits.**

ASSOCIATE OF THE YEAR¹

The highest volume of Recognition Credits **including a minimum of 28,750 Insurance Credits.**

+ maintain an **in-force persistency rate of 92%** or higher.

INVESTMENT NET SALES¹

The highest volume of total net sales.

¹Excluding purchase and transfer of block of business (internal and external).

Consult General Rules and the Credits Chart at the end of this document for further details on qualification.

CREDITS CHART

RECOGNITION CREDITS (RC)		
DI Individual Life and Health Insurance	Annualized Premiums (issued and paid)	50%
Net Sales ¹	Total Investments (excluding GICs)	1%
Insurance—Third-Party (Desjardins Independent Network Insurance Agency)	Annualized Premiums (issued and paid)	50%

¹ Sales less redemptions. Periodic withdrawals (RRIF/LIF) will not reduce the calculation. Internal client book of business purchases and transfers are not included in Net Sales. Deposits in the pension plans of the DFS group retirement savings sector are included in the calculation of net sales.

Credits are not guaranteed when the event qualification period is over and are subject to revision until the official invitations are sent.

For the calculation of mutual fund net sales, joint accounts will be calculated separately based on the associate sharing percentage. For producer groups, the calculation is based on the individual results of each member.

EARNING CREDITS

RECOGNITION CREDITS (RC)

INSURANCE: Credits are based on an allocation of 50% of the issued and paid premiums shown in the Insurance Weekly report.

- DI Group sales are not eligible
- Travel insurance are not eligible
- Lump-sum, additional deposits and excess premiums are not eligible

EQUAL WEIGHTING is given to insurance products placed through Desjardins Insurance or Desjardins Independent Network Insurance Agency.

SAVINGS: 1% of the net sales amount shown in the Investment Weekly report.

- Credits no longer given for gross sales
- Internal client book of business purchases and transfers are not included in Net Sales

GENERAL RULES

- Membership in the Recognition Programs is exclusively for DFSIN advisors who meet Desjardins Insurance (referred as DI) production criteria and standards pertaining to the associate contract.
- Qualifications will not be pro-rated; the full qualification criteria is applied.
- Associates are deemed to be “productive” if they accumulate 10,000 RC or more with a minimum of 5,000 Insurance Credits (IC) during their first 12 months under contract.
- Except for stated exceptions, Sales Managers cannot qualify for the Excellence Circle or Elite Forum based on their personal production.
- If there is a tie in any category, and the rules are silent, the following criteria will be used in this order to determine the winning qualifier or financial center (in order) total RC, total IC.
- “STOP LOSS” CLAUSE: For associates with assets under administration (AUA) of at least \$40,000,000, if one or more clients holding \$500,000 or more in assets are lost, the penalty in calculating net sales will be reduced to 5% of the AUA at the beginning of the year.

- Acting in good faith and with a transparent explanation, senior management reserves the right to withdraw an allocated qualification to an advisor or financial centre based on reasons that it considers reasonable, for example, withdraw a qualification for the Total Insurance Award or Elite Forum if the persistency rate is too low.

An associate with DFSIN is deemed to be **without industry experience** in any of the following situations:

- Has no prior experience in the industry (life, investment, group plans, etc.).
- Has less than two years of experience in the industry (life, investment, group plans, etc.) where personal income was generated from sales.
- Has left the industry for a minimum period of five years although has worked full time in another industry during that time.
- Has one or more active industry licenses for more than 24 months, but currently works in a financial centre without any active clients of their own.

PRODUCER GROUP QUALIFICATION

- Qualification for an event or an Excellence award requires recognizable individual production for each member of the group.
- If an account is based on the results of a number of associates, Infostat must receive each associate's individual results of the account expressed as a percentage. Otherwise, an equal percentage will be assigned to each associate.

MANAGEMENT TEAM INVITATIONS

- Managers must be identified with head office and those invitations cannot exceed the number of managers at the financial centre.

CONTRIBUTION TO GROWTH

- The percentage is calculated using the highest positive volume with the same growth bonus method on the total centres for insurance and savings.

REWARDS AND EVENTS

- An associate must have an associate contract with Desjardins Insurance when the award is presented.

- The award will be accepted "as is" and is non-transferable. No compensation (monetary or otherwise) is granted for non-participation in recognition events. This applies to: associates, managing directors and sales managers.
- The main objectives of our conferences are training and motivation; participation in conference activities once registered is mandatory.
- Cancellation expenses incurred by DI/DFSIN could be charged to a qualifier who cancels participation to an event without an acceptable reason once the invitation has been accepted.
- In compliance with the requirements of the Canada Revenue Agency, events that are not exclusively for training purposes or that take place outside North America represent a taxable benefit attributed to the DFSIN attendee.
- If the spouse of an associate cannot attend an event, the associate can invite a person of their choosing. Associates who are not qualified are not eligible guests.
- The minimum age for the guest must be the age of majority of the host city for the event.



RECOGNITION

PROGRAMS

2020



Desjardins

Financial Security®

Independent Network

®Registered trademark owned by Desjardins Financial Security Life Assurance Company