

Masters of **Medi**careful[®]

It's time you're rewarded for the work you put in.

Each month and at the end of the year, we're awarding marketing credits to four different Medicareful agents and one agency. Here's how to win.



Master Category	How to Win	Monthly Winner Earns...	Annual Winner Earns...
Most Valuable Producer	Awarded to the agent who submits the most Medicareful applications	\$200 credit toward ShopRitterIM.com	\$1,000 credit toward ShopRitterIM.com
Rookie of the Month	Awarded to the new-to-Medicareful agent ¹ who submits the most Medicareful applications	\$200 credit toward ShopRitterIM.com	\$1,000 credit toward ShopRitterIM.com
Most Improved Producer	Awarded to the agent who maximizes their site by a formula of percent increase of applications submitted, percent increase of eSOAs collected, and investment in Medicareful marketing materials	\$200 credit toward ShopRitterIM.com	\$1,000 credit toward ShopRitterIM.com
Coach of the Month	Awarded to the agency principal whose agency leads a formula accounting for most pages created for their agents and most applications collected	\$500 credit toward ShopRitterIM.com	\$1,000 credit toward ShopRitterIM.com
Out of Left Field	Awarded to the agent who wins a random drawing from the pool of active Medicareful agents ²	Random prize ³	Random prize ⁴

The rules are simple:

- » To qualify, all you need is a Medicareful website.
- » An agent can't win the same prize more than once in a calendar year.
- » Only Medicareful applications that are successfully submitted to the carrier count toward your total.
- » Applications count toward the month they were keyed, *not* their effective date.
- » All decisions by Ritter are final.

¹ A new-to-Medicareful agent is defined as an agent who established their Medicareful site in the preceding month.

² An active agent is defined as an agent who submits three applications in a month or 25 total in the calendar year.

^{3,4} Prize value will be approved by our compliance officer.