



# 2025 NASSAU ELITE PROGRAM

TOGETHER, WE CAN ACHIEVE GREAT THINGS

**2-5M CREDITS  
IN 2025**

**5M+ CREDITS  
IN 2025**

**2024 ELITES**

**+75BPS**

**+100BPS**

**ALL OTHERS**

**+50BPS**

**+75BPS**

Compensation increases displayed for fixed indexed annuity (FIA) placed premium in 2025; these vary for non-NY Multi-Year Guaranteed Annuity (MYGA) placed premium (see page 3). **You must issue at least 5 contracts/policies in 2025 for bonus compensation at all levels.** \$1 of FIA placed premium = 1 credit. \$3 of non-NY MYGA placed premium = 1 credit. \$1 of Med Supp annualized, placed premium = 14 credits.

**For more information about Nassau Elite, call our sales desk at 1-888-794-4447.**

**FOR PRODUCER USE ONLY. NOT FOR USE WITH THE GENERAL PUBLIC.**



Nassau's headquarters at One American Row in Hartford, CT. Known locally as the Boat Building and hailed as the world's first two-sided office building, it's a visible reminder of our innovative approach to business.

# NASSAU ELITE 2025 PROGRAM

**WORKING HARDER  
TO BE YOUR  
CARRIER OF CHOICE**



Learn more  
about Nassau

## YOUR PARTNER FOR YEARS TO COME

Our sales reached an all-time high in 2024, thanks to the strong partnerships we've developed with producers like you. In 2025, we're laser-focused on building upon that momentum by collaborating closely with Elite producers throughout the year. Your success is our success.

Our product portfolio and best-in-class service team have never been stronger. We're here to help you take your sales to the next level, both this year and beyond.

We have your back. We're always working harder to be your carrier of choice.

Regards,



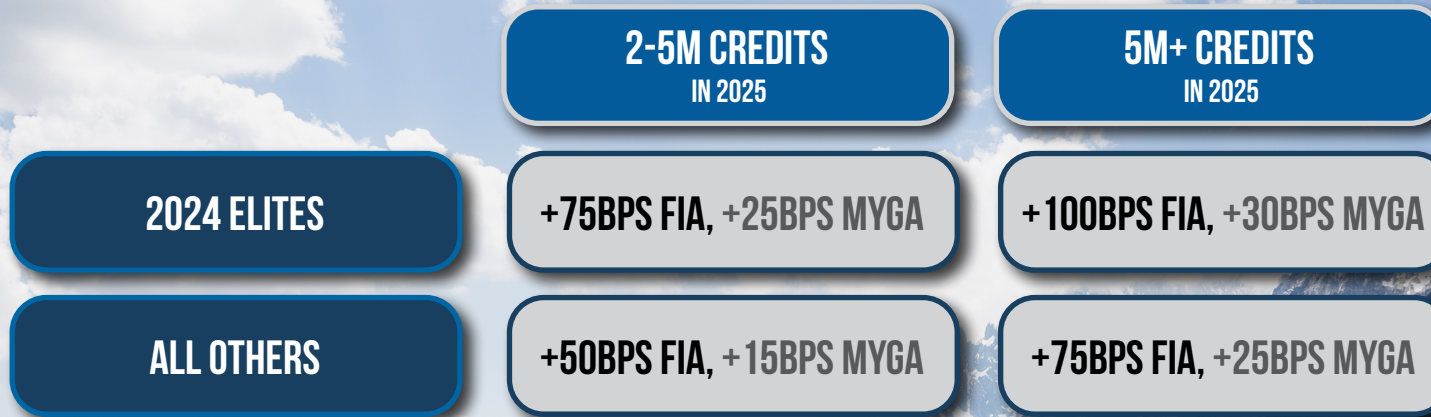
**TOM BUCKINGHAM**  
CHIEF GROWTH OFFICER



# A BOLDER, SIMPLER SET OF REWARDS FOR 2025 SALES



## BONUS COMPENSATION POTENTIAL



**Bonus Compensation Payout Schedule:** 2024 Elites who earn 2M+ credits in 2025 will receive **accelerated Elite bonus payouts**, administered quarterly throughout 2025 after 2M+ credits are achieved. All Others will receive a single, lump-sum payment after 2025 ends.

## BONUS COMPENSATION EXAMPLE

### 2024 ELITES

	FIA	MYGA
2025 Premium <i>2025 Credits</i>	\$2M <i>2M</i>	\$1.2M <i>400K</i>
Bonus	75bps <i>0.0075</i>	25bps <i>0.0025</i>
2025 Premium x Bonus =	\$15K	\$3K
<b>TOTAL BONUS: \$18K</b>		

### ALL OTHERS

	FIA	MYGA
2025 Premium <i>2025 Credits</i>	\$2M <i>2M</i>	\$1.2M <i>400K</i>
Bonus	50bps <i>0.0050</i>	15bps <i>0.0015</i>
2025 Premium x Bonus =	\$10K	\$1.8K
<b>TOTAL BONUS: \$11.8K</b>		

## REWARDS FOR ALL 2025 QUALIFIERS

### DEDICATED CONCIERGE SERVICE

Get direct access to **a dedicated team**, including a new business case manager, wholesaler, and post-issue service representative, as well as express new business processing.

### SENIOR LEADERSHIP ACCESS

Receive **exclusive invitations** to conferences and events. Connect with Nassau's senior management and product development teams to help shape the future of Nassau.

You must issue at least 5 contracts/policies in 2025 for bonus compensation at all levels. Compensation based on placed premium, not credits. Excludes MYAnnuity 5X placed premium in New York.





## HOW TO EARN CREDITS

- ✓ \$1 of FIA placed premium = 1 credit
- ✓ \$3 of MYGA placed premium = 1 credit<sup>1</sup>
- ✓ \$1 of Med Supp annualized, placed premium = 14 credits

## ELIGIBLE PRODUCTS<sup>1</sup>

- ✓ Nassau Income Accelerator
- ✓ Nassau Personal Income Annuity<sup>®</sup>
- ✓ Nassau Personal Protection Choice<sup>®</sup>
- ✓ Nassau Bonus Annuity Plus<sup>SM</sup>
- ✓ Nassau Bonus Annuity<sup>®</sup>
- ✓ Nassau Growth Annuity<sup>®</sup>
- ✓ Nassau MYAnnuity<sup>®</sup> 5X, 7X<sup>1</sup>
- ✓ Nassau Simple Annuity
- ✓ Nassau Medicare Supplement Insurance

### Other Important Details

**1. Excludes MYAnnuity 5X placed premium in New York.** Eligible products are subject to state approval and may not be available in all states.

**Qualification period runs from Jan. 1, 2025 to Dec. 31, 2025.** Placed premium excludes free looks and cancellations. Qualification credits only apply to placed premium of eligible products submitted with eligible firms. Participants must have an active contract and be in good standing to receive incentives. Final qualification remains at the sole discretion of Nassau. All compensation payouts remain based on actual fixed indexed annuity and MYGA placed premium, not qualification credits. Compensation increases are proportionally equivalent between Nassau's FIA and MYGA products. **You must issue at least 5 contracts/policies in 2025** for bonus compensation at all levels. Qualification credits or Elite qualification may not be transferred to another appointed individual/agent. All Elite Program payments will be subject to product charge back rules. Some event expenses related to you (and your potential guests) that are associated with the Nassau Elite Producer Program may be taxable to you and reported on a 1099-NEC. You should consult your tax advisor if you have questions about the tax treatment related to any event-related expenses or your individual situation. Nassau is unable to substitute cash equivalent or awards in lieu of attendance. Program details are subject to change at Nassau's discretion.

**For producer use only. Not for use with the general public.** Product sales must be appropriate, based on a comprehensive evaluation of the customer's financial situation needs and objectives. Product features, riders and availability may vary by state. Nassau Bonus Annuity Plus (23FIA4, ICC23FIA4), Nassau Income Accelerator (ICC19EIAN, 19FIA), Nassau Bonus Annuity (19FIA3, ICC19FIA3), Nassau Growth Annuity (19FIA3, ICC19FIA3N), Nassau Personal Income Annuity (ICC19EIAN, 19FIA, 19ISN), Nassau Personal Protection Choice (ICC19EIAN, 19FIA, 19RN), Nassau Simple Annuity (18FADTCP and ICC18FADTCP), and Nassau MYAnnuity 5X/7X (18IFDAP and ICC18IFDAP/ICC18IFDANP) are issued by Nassau Life and Annuity Company (Hartford, CT). In California, Nassau Life and Annuity Company does business as "Nassau Life and Annuity Insurance Company." Nassau Life and Annuity Company is not authorized to conduct business in ME and NY, but that is subject to change. Medicare Supplement insurance is issued by Nassau Life Insurance Company of Kansas. Nassau Life and Annuity Company and Nassau Life Insurance Company of Kansas are subsidiaries of Nassau Financial Group. The insurers are separate entities and each is responsible only for its own financial condition and contractual obligations.