




Why Sell LegalShield?

- Industry-Leading Products that Protect Families, Employees and Small Businesses
- Generous Sales Commissions
- No Sales Quotas
- No Territory Restrictions

A photograph of a woman with short, styled grey hair, smiling warmly at the camera. She is wearing a light blue button-down shirt under a beige blazer. She is holding a silver pen in her right hand, which has red nail polish. The background is a blurred office setting with shelves and plants.

Someone is going to sell your
business clients and prospects legal
and identity theft protection products.

WILL IT BE YOU?

The Opportunity Is Abundantly Real

57 MILLION full-time working Americans experienced at least one significant legal event in the past 12 months.

NEARLY 90% of Americans say they do not have any form of legal insurance or legal protection service.

MORE THAN 60% reported they would be interested in purchasing legal protection.

FOR 16 CONSECUTIVE YEARS, identity theft was among the top consumer complaints filed with the Federal Trade Commission (FTC).

MORE THAN 13 MILLION, or nearly 60%, of all small businesses have experienced significant legal events in the past two years.

—DECISION ANALYST STUDY: THE
LEGAL NEEDS OF AMERICAN
FAMILIES AND THE LEGAL NEEDS OF
SMALL BUSINESSES



Who We Are:

- **#1 PROVIDER** of subscription based legal plans for families, businesses and their employees
- **43+ YEAR** history
- **OUR LEGAL PLANS** cover more than **3.7 MILLION LIVES** while **OUR IDSHIELD PLANS** cover more than **1.7 MILLION LIVES**
- **2.1 MILLION CALLS** for service in 2015
- **70,000** businesses served through Small Business and Employee Benefit plans
- **6,900+ BROKER AND AGENCY CLIENTS** served by our dedicated B2B division
- **39 PROVIDER FIRMS** in 49 states and 4 Canadian provinces with a total of 1,000 attorneys focused on LegalShield matters, in addition to a referral network of 7,600 attorneys, with 19 years average experience
- **33% INCREASE** in Net Promoter Score to 56 from 42 since 2012

We Protect People.

Employee Voluntary Benefits Include:

- LegalShield Legal Plans for individuals and families
- IDShield Identity Theft Plans for individuals and families

Small Business Legal Plans include:

- LegalShield Business Legal Plans for businesses with up to 100 employees

Four Ways to Earn:

- **Commissions:** Lucrative compensation at all levels for all plans.
- **Residuals:** Month after month, year after year, for the life of the membership.
- **Overrides:** Build your team, earn more as you teach others to succeed.
- **Incentives:** Special contests and promotions throughout the year for cash prizes and vacations.

SmallBiz 50 Compensation Plan (\$89/month)

Commission Example:

Commissions are based on sales volume. In this example, the plan sold is the Small-Biz 50, for \$89/month. When you first start out your commission is 16% of the annual premium or \$171.04 per sale.

Title	Sales Volume	Commission \$ Amount	Commission % Amount
Executive Director	50/month	\$478.92	44.8%
Senior Director	25/month	\$393.40	36.8%
Director	100	\$324.98	30.4%
Senior Manager	50	\$273.67	25.6%
Manager	15	\$239.46	22.4%
Senior Associate	7	\$205.25	19.2%
Associate		\$171.04	16.0%

See a compensation plan for complete commission information

As you increase your volume, your commission rates increase. At the Executive Director level, commissions are 44.8% or \$478 per sale.

Legalshield and IDShield Bundled Family Plan (\$33.90/month)

Commission Example:

For this plan, you start at 20.8% of the annual premium. Sales of all products contribute to your total volume, and in this example when you have reached 100 sales, or Director level,

Title	Sales Volume	Commission \$ Amount	Commission % Amount
Executive Director	50/month	\$237.89	58.4%
Senior Director	25/month	\$195.41	48.0%
Director	100	\$161.43	39.6%
Senior Manager	50	\$135.94	33.4%
Manager	15	\$118.95	29.2%
Senior Associate	7	\$101.95	25.0%
Associate		\$ 84.96	20.8%

See a compensation plan for complete commission information

your commission increases to 39.6%. Earn even more commission with consistent monthly sales volume up to 58.4%, once Director level is achieved, it is a permanent position; you will never fall below Director level.

The example above is based on certain assumptions and retention rates of 100%. Individual seller's rates will vary and your income is directly dependent on the personal sales you make and retain. This particular example assumes \$33.90 per member/per month and Tier 5 bonus on all sales. 100% retention rates are not typical. All renewals commission will go to reduce debit balance so long as there is a debit; new advances will create new debit.

Earn commission while protecting
**families,
employees
and small
businesses!**





For more information, visit
business.legalshield.com
**or contact a local
Independent Associate.**



Associate Training Program

LegalShield System of Success Training program provides immediate steps to implement to grow your business. Use this system along with the 90 day B2B associate onboarding plan to start your business in LegalShield.

Recognition and Incentives

LegalShield believes in awarding and rewarding its sellers. The company offers various programs which provide bonuses beyond the commissions earned through sales. One of the most popular programs is Performance Club. By consistently meeting minimum monthly sales and membership retention requirements, you receive up to a \$300 monthly car bonus OR \$500/month for a BMW, PLUS exclusive trips. (See Performance Club flier for all details and requirements.) Performance Club status is awarded on a per agreement basis.

All Independent Associates can participate in Business Solutions Sales Incentives, which have significantly accelerated payouts with sales made early in the calendar year, and reward achievement of high sales throughout the year.

To participate in Recognition and Incentive Programs, you must be enrolled in LegalShield Advantage.

Recognition Guideline: By participating in any LegalShield incentive or bonus program and to receive benefits, cash or otherwise, associate agrees to have his/her full name, title, level, or standing published and recognized in LegalShield marketing material, whether oral, written or electronic.

Affinity Program

LegalShield offers an Affinity Program that allows you to market benefits to member-based organizations and earn commissions. LegalShield can work with you to provide value added service with our legal and identity theft protection plans.



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