

Cash in on success with NEW Small Group sales

Earn BIG when you enroll NEW Small Groups into health plans.



Florida Blue is extending the **West Florida** bonus for NEW Small Group sales. For each NEW Small Group sold headquartered in Pinellas, Lee, or Manatee counties, Satellite agencies can **earn up to \$300 per new sale contract**. For each NEW Small Group sold headquartered in Hillsborough or Pasco counties, Satellite agencies can **earn up to \$375 per new sale contract**.

- ✓ Groups must be NEW to Florida Blue and sold a Small Group product
- ✓ The group effective date must be between **July 1, 2025 – September 30, 2025**
- ✓ Bonus is earned and calculated separately per bonus period
- ✓ One-time bonus is payable at the time of a new sale
- ✓ Bonus tier is based on Small Group new sale contracts sold statewide
- ✓ Bonus includes all products and funding arrangements

	Total number of NEW sale contracts sold per bonus period	Bonus per contract: Pinellas, Lee, and Manatee counties	Bonus per contract: Hillsborough and Pasco counties
Tier 1	1 – 25	\$75	\$150
Tier 2	26 – 50	\$200	\$300
Tier 3	51+	\$300	\$375

Potential bonus earnings



Rules of Engagement

Qualified sales and bonus eligibility

This bonus program is for NEW Florida Blue Small Group sales with effective dates from **July 1, 2025 – September 30, 2025**. Each new contract must meet all of the eligibility requirements below.

- Qualifying groups are covered with a Florida Blue Small Group product plan and have four or more contracts enrolled at the time of sale.
- Only NEW Sales to Small Groups located in Pinellas, Lee, Manatee, Hillsborough, and Pasco counties will be payable for these bonus programs.
- Only contracts that become effective during the bonus period will be considered payable as a part of this bonus.
- Per-contract bonus payment will be paid monthly based on qualifying quarter-to-date bonus level achieved. Per-contract bonus payment will be reconciled back to the first sale of the quarter each month during the bonus period.
- Bonus is calculated at the Satellite Office level for qualified new sales effective July 1, 2025 – September 30, 2025.
- Bonus payment will be made one time per contract.
- To participate in this bonus program, an agency and all applicable selling agents must be licensed and appointed with Florida Blue and all affiliates offering Small Group products included in this program. Agency and Agents must also be so appointed at the time of new sale, and at the time of the bonus payment.
- All Appointed Agents, regardless of classification, and all Contracted General Agents (CGA) are eligible for this bonus program.
- Florida Health Care Plan Small Group products are included in the contract count.
- This bonus will be based on eligible Small Group contracts payable through our compensation system for July 1, 2025 – September 30, 2025.
- NEW Sales are defined as any group where the group number has not been valid for 12 consecutive months; otherwise, the group is defined as a reinstate/re-enroll.
- Business transferring from one product to another is not considered a new sale.
- COBRA employees are included in the contract count (4 – 50) and in the bonus calculation.
- This program is subject to all applicable contract/compensation terms and conditions.
- No advances will be paid for this program.
- Florida Blue reserves the right to modify or discontinue this program at any time.



Questions?

Please contact your General Agent.

Florida Blue 
Your Health Solutions Partner