



2019 Physical Damage Award program

We use the following criteria for the 2019 Physical Damage Award program, with qualifying sales beginning January 1, 2019, and ending December 31, 2019.

ULTRAGARD® TOP SALES PERFORMERS*

- The overall top sales performer—from any sales division—earns a gift certificate valued at \$1,500 for the most new UltraGard written premium produced in 2019.
- The top dealer from the Construction & Forestry division earns a gift certificate valued at \$1,000 for the most new UltraGard written premium produced in 2019. The overall top sales performer doesn't qualify.
- The top dealers from each of the John Deere Agricultural & Turf sales regions earn gift certificates valued at \$1,000 for producing the most new UltraGard written premium in 2019. The overall top sales performer doesn't qualify.

CRITERIA**

To qualify, the dealer must:

- Be licensed and appointed with Sentry Insurance for all of 2019
- Increase their UltraGard new written premium in 2019 at least five percent over their new written premium in 2018
- Have a minimum of 150 contracts for overall top sales and Agricultural & Turf region awards, and 50 for Construction & Forestry awards

SENTRYGUARD™ TOP SALES PERFORMERS*

- The top dealer—from any sales division—earns a gift certificate valued at \$750 for the most new SentryGuard accounts produced in 2019.
- The runner-up earns a gift certificate valued at \$500.

CRITERIA**

To qualify, the dealer must:

- Be licensed and appointed with Sentry Insurance for all of 2019
- Have a minimum of 30 new policies sold in 2019
- Ensure their sold policies remain in force through December 31, 2019

For more information on sales tips, ordering brochures, licensing, and/or training for UltraGard and SentryGuard physical damage programs, please contact us at 877-782-6873 or equipmentinsurance@sentry.com.

*In the event of a tie, premium will be used to determine a winner.

**Dealers that have merged or been acquired during 2019 will have sales results combined for this contest.

Property and casualty coverages are underwritten by a member of the Sentry Insurance Group, Stevens Point, WI. For a complete listing of companies, visit sentry.com. Policies, coverages, benefits, and discounts are not available in all states. See policy for complete coverage details.

The Physical Damage Award program

UltraGard and SentryGuard equipment physical damage insurance are point-of-sale products that enhance the equipment sales process, contributing to overall customer satisfaction. Licensed and appointed dealers increase revenues through commission received from physical damage sales. In 2018, we paid more than \$5.9 million in commissions to licensed and appointed John Deere dealers in the U.S.

We established our annual UltraGard Awards in 2003 to recognize outstanding UltraGard sales performance from dealers in both the John Deere Agricultural & Turf equipment division and the Construction & Forestry division. In 2013, we introduced the SentryGuard top sales performer category.

UltraGard®
PHYSICAL DAMAGE INSURANCE

SentryGuard™
PHYSICAL DAMAGE INSURANCE