



2018 Physical Damage Award program

The following criteria are being used for the 2018 Physical Damage Award program with qualifying sales beginning January 1, 2018, and ending December 31, 2018:

ULTRAGARD® TOP SALES PERFORMERS

- Gift certificates valued at \$1,250 will be awarded to one overall top sales performer—from any sales division—for the most new UltraGard written premium produced in 2018.
- Gift certificates valued at \$750 will be awarded to the top dealer from the Construction and Forestry division for the most new UltraGard written premium produced in 2018 (overall top sales performer does not qualify).
- Gift certificates valued at \$750 will be awarded to the top dealer from each of the John Deere Agricultural and Turf sales regions that produce the most new UltraGard written premium in 2018 (overall top sales performer does not qualify).

CRITERIA*

To qualify, the dealer must:

- Be licensed and appointed with Sentry Insurance for all of 2018.
- Increase their UltraGard new written premium in 2018 at least five percent over their new written premium in 2017.
- Have a minimum of 150 contracts for overall top sales and Agricultural and Turf region awards, and 50 for Construction and Forestry awards.

SENTRYGUARD™ TOP SALES PERFORMERS

Gift certificates valued at \$500 will be awarded to the top dealer from each of the John Deere Agricultural and Turf sales regions who produced the most new SentryGuard accounts in 2018.

- Gift certificates valued at \$500 will be awarded to the top dealer from the Construction and Forestry division for the most new SentryGuard accounts in 2018.

CRITERIA*

To qualify, the dealer must:

- Be licensed and appointed with Sentry Insurance for all of 2018.
- Have a minimum of 30 new policies sold in 2018.
- Ensure their sold policies remain in force through December 31, 2018.

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 2017, Sentry Insurance paid more than \$5.3 million in commissions to licensed and appointed John Deere dealers in the U.S.

Our annual UltraGard Awards were established in 2003 to recognize outstanding UltraGard sales performance from dealers in both the John Deere Agricultural and Turf and Construction and Forestry equipment divisions. In 2013, we introduced the SentryGuard Top Sales Performer category.

For more information on sales tips, ordering brochures, licensing, and/or training for UltraGard and SentryGuard physical damage programs, call us toll free at 877-782-6873.

UltraGard®
PHYSICAL DAMAGE INSURANCE

SentryGuard™
PHYSICAL DAMAGE INSURANCE

*Dealers that have merged or been acquired during 2018 will have sales results combined for this contest. In the event of a tie, premium will be used to determine winner.