



**Contact Info** | [customerservice@ngc-group.com](mailto:customerservice@ngc-group.com) | 847.792.2273

## Overview

The Allstate Reward Card program is designed to help Allstate agents thank anyone for referring a prospect to an agent. Under this program a \$10 Allstate-branded VISA referral reward card may be provided as a token of gratitude to anyone who provides an Allstate agent with a lead referral.

Description
National Gift Card (2017 program, 100 cards, \$10 card value )
National Gift Card (2017 program, 200 cards, \$10 card value)

## What Can I Expect?

- **Order Turnaround Time:** VISA cards are produced and shipped within 3-4 weeks of ordering
- **Offering Details:** Replacement cards can be ordered directly from Allstate's gift card vendor, National Gift Card at [www.ngcdirect.com](http://www.ngcdirect.com)
- **Shipment Information:** VISA cards are shipped inactive, in bulk via FedEx Ground
- **Card Activation:** You will need to activate the cards upon arrival - activation instructions are sent via email from National Gift Card 1-2 weeks after ordering (The email will come from "Allstate Blueprint")

## Benefits to my Agency

- An opportunity to thank your referrals
- Research has shown customers will readily refer family and friends to an agent when they are satisfied with the service they receive
- More than 50% of Allstate customers would be willing to recommend an Allstate agency to friends, family or co-workers if given the opportunity to do so

## Best Practices

- 70% of insurance shoppers will purchase because of a referral
- More than 50% of Allstate customers would be willing to recommend an Allstate agent to family and friends if given the opportunity
- 13% of insurance shoppers will begin shopping because of a referral
- When writing a new customer or adding a line for an existing customer, let them know that you offer \$10 gift cards for a referral
- The best time to ask for a referral is when a customer has had a positive experience with your office
- New customers are often the most eager to share their newfound agent during their "honeymoon" stage of the relationship



## Additional Resources

- Reward cards should be provided as a token of gratitude to anyone who provides an Allstate agent with lead referral.
- The person making the referral will receive the \$10 referral reward card regardless of whether the person who is referred receives a quote or purchases an insurance policy. This program does not permit a referral reward card to be conditioned on either a quote or the sale of a policy.
- Agents are not permitted to provide more than two referral reward cards per individual per year\*.
- In case of DOI inquiries, you will need to maintain records of the name and addresses of all individuals that are provided a referral reward card and the date it was provided.
- In the event you promote this program on an agency website or through mail/email, please ensure the messaging is consistent with the program. If you have any questions about the messaging, please contact your Allstate Field Sales Leader.
- The Allstate Reward Card program is not available in North Dakota, New Mexico or Maine. Additionally, it is not being offered in New York or Allstate New Jersey.

### Disclaimer:

*Federal law limits the payment of referral fees in connection with a real estate closing. Therefore, referral rewards may not be issued to customers if the referral involves homeowners insurance and other types of property insurance to be issued in connection with a real estate closing. Refer to your EA Independent Contractor Reference Guide, Referrals of Business in Connection with Real Estate Transactions (RESPA) for more information.*

*Violating the terms of the referral rewards program may result in your removal from participation in the program and could place your relationship with Allstate in jeopardy.*

*\*State exclusions: ME, ND, NJ, NM, & NY*

### Sample Reward Card:

