

LIMRA Talent Solutions International

## International Quality Award™

The **International Quality Award™** (IQA), **International Award for Productivity** (IAP), and **International Quality Management Award** (IQMA) drive individual and agency success by:

- Providing a structured progression of highly regarded international awards that reward and recognize producer achievement in productivity and persistency
- Creating clear standards for measuring and awarding success that will shape your sales culture
- Giving producers a clear path to professional development
- Increasing retention of your top performers through sought-after reward and recognition

### PRODUCERS

Motivate and reward the producers who contribute to the success of your organization.



### MANAGERS

Recognize and reward your top-performing managers.



The **LIMRA International Quality Award (IQA)** motivates and rewards producers who contribute to your company's success through their sales volume and quality business.

### Participants who earn the IQA designation are able to:

- Earn international recognition
- Help build trust with customers
- Increasing their customer base
- Write and promote quality business on a day-to-day basis

### Target Audience:

- Exclusively available to agents of LIMRA member companies
- Agents with qualifying performance in both production levels and persistency rates
- Agents who want to earn the IQA recognition as a mark of their professionalism, competence, and leadership in today's insurance marketplace

### Those who earn this prestigious award will receive:

- Certificate upon qualification and every five years following. Seals are awarded during intervening years.
- **Display the IQA logo mark of professional excellence on their business cards or display a consecutive year logo showing number of years of consistent qualification — *NEW IN 2019!***

LIMRA's IQA is recognized worldwide as a mark of professional excellence in our industry. It is not a one-year-only award. Agents will strive to qualify for the recognition yearly by demonstrating superior performance levels and persistency rates — contributing to individual and agency success and a quality client experience.

For more information contact [TalentSolutionsInternational@limra.com](mailto:TalentSolutionsInternational@limra.com)

## DETERMINING ELIGIBILITY

### How Do You Determine Eligibility?

**Production** — Production eligibility requires that the producer must have generated at least 30 paid-for-life and pension (annuity) policies per year in the last two consecutive years. For example, in 2020, this would refer to paid life business in 2019 and 2018. Group insurance, single premium, and not-taken are excluded.

**Thirteen-Month Persistency Rate** — Persistency-rate eligibility is calculated on the percentage of paid-for policies on which some portion of the second policy year premium has been paid. For example, a policy would qualify as persistent if the following were paid:

1. Second annual premium
2. Third semiannual premium
3. Fifth quarterly premium
4. Thirteenth monthly premium

Excluded are all policies that terminate or go out of force (with or without value) during the first 13 months for any reason other than death, conversion, or maturity. Also excluded are group insurance, not-taken, single-premium life, and single-premium personal pension annuity business.

### Sample Calculation

Calculation Criteria	Results
Minimum 30 Policies Written Per Year in Two Consecutive Years	72 Policies in 2018 60 Policies in 2019
2018 Policies Making a 13 <sup>th</sup> Month Payment	65 = Total Policies in 2018 (72) — Lapsed Policies (7)
90% Persistency Rate	90% = Total Policies Making 13 <sup>th</sup> Month Payment (65) ÷ Total Policies in 2018 (72)

Agents receive a certificate or seal along with a license to display the IQA logo mark of professional excellence on their business cards and websites.

