

Velomon/EPR and the SAGE Scholars Tuition Rewards Program

Program Overview

Velomon/EPR subscribes to the SAGE Scholars Tuition Rewards program. Think of it as a frequent-flyer style 'points-based' program that allows students and families to accumulate 'points' (1 POINT = \$1.00) that may be redeemed for up to one full year's tuition (tuition only) at roughly 400 participating colleges and universities nationwide.

This document outlines how we at Velomon/EPR can use the program. **FOR COMPLETE, UP TO DATE PROGRAM DETAILS, VISIT WWW.TUITIONREWARDS.COM**

*As part of the SAGE Scholars Tuition Rewards Program, **you** can give your clients Tuition Rewards points as a benefit for engaging you for their college planning.*

Here are some important program highlights you'll want to know up front:

- Points may be redeemed at any of (roughly) 400 participating private colleges nationwide. The list of participating colleges is constantly changing, and can be accessed at www.tuitionrewards.com
- While there is no limit on the number of Tuition Reward points that any given participant may accumulate, the maximum redemption per student is ONE FULL YEAR of tuition spread equally over four years. For example, a student with 10,000 points would be able to redeem 2,500 points per year for their four undergraduate years.
- Points are good for tuition only – not room/board or other expenses – and have no cash value.
- Points accumulate in the parents' account. Parents who 'enroll' one or more students will also receive points on the student's birthday.
- Participants may sponsor as many students as they wish ('loved ones'), and sponsored students will receive a 500 point registration bonus.
- Points may be allocated to any sponsored student at the sponsor's discretion.

How You Should Use the Sage Program (awarding discretionary points)

You can help your client 'seed' their account with a minimum of 1,500 points, and show them additional ways to earn more. It is important that you understand how the process works and what points are available that you can promote.

1. In the Velomon back office you will find a registration form for Sage Participant under the EPR forms section. This form is dual-purposed. You'll use it both to setup an account, as well as to notify us of a points-qualifying event. Complete and submit the form. Velomon will then open the client's Sage Scholars Tuition Rewards account within 3 business days and **credit their account with 500 points.**
2. Your client will then receive a welcome email from Sage/EPR with their login credentials. The email will prompt them to complete the registration process by 'activating' (logging into) their account. **Upon activation, their account will be credited with an additional 500 points.**

This means you can offer 1,000 points for whatever meaningful lead acquisition 'behavior' or 'action' you want the client to take – even though technically, their 1,000 points will come in two 500 point deposits (500 points upon registration by Velomon, and 500 points upon 'activation' by the client).

3. The client may then 'add a student(s)' onto their account. **Each time they do, an additional 500 points will be added to their account in that student's name.** If the family has 1 student – they'll get 500 points; 10 students will earn them 5,000 points (500 each).
4. **You may then offer the client an additional 500 points for scheduling and keeping a meeting with you.** For those points to be credited, **you must** inform Velomon Corporate that they have met with you so we can manually credit their account with points.

Therefore, our recommendation is that you use the awarding of points to motivate a client behavior or action that benefits you. Use your imagination. For example:

- "Earn 1,000 scholarship award points for attending our upcoming Workshop/presentation/webinar"
- "Earn 1,000 scholarship award points for registering for a free college plan"
- "Earn 1,000 scholarship award points for watching my video and registering for a free phone consultation"

While some points are awarded automatically (Students are credited with additional points on their birthdays), other points may be earned by the client for other purchases and behaviors once in the program (see program details for qualifying purchases/events).

When a point-award qualifying event happens (client purchases a qualifying insurance policy or annuity, schedules and annual review, or other qualifying event), you – the agent – must notify the Velomon Corporate Office so we can credit those points to the client’s account.

There is no other way we can know that a qualifying event took place, so this is an important responsibility you must undertake.

In the Velomon back office, you will find a link to a form titled, Sage Tuition Rewards Points. Click on this form and provide the requested information to nominate your client for a points award. It may take up to one week for points to be posted to the participant’s account.

Important Deadlines

Note: The terms Client and Sponsor are typically one in the same. SAGE uses the term Sponsor to characterize those who bring students into the program.

- Students must be registered by at least one Sponsor by **August 31st** of the year that the student **begins 11th grade**.
- Transferring Rewards to Students - The last date that a Sponsors can transfer rewards to the student is **August 31st** of the year that the student **begins 12th grade**. This is also the last date a student can earn or receive direct rewards (such as special bonus points, birthday points, etc.).

The rewards your clients will earn are posted directly to their account. It's up to the Sponsor (Client) to allocate (transfer) rewards to his or her students.

- Submitting and Redeeming Rewards - A Student’s Sponsor must submit an electronic Tuition Rewards Statement of a student's account **at the time of the student's application** to any participating college. Ideally, the Sponsor will submit the statement within a few days of the student's application.

If the student has multiple Sponsors only one would need to submit the statement. Not all statements need to be submitted at once (if the student applies to more than one college over several months the student's Sponsor would just need to submit the statement at the time of application to each college).

Velomon Restrictions on the use of the SAGE Program

Velomon has made a substantial investment in being one of the few organizations who can offer the Sage Scholars Tuition Rewards program nationally.

We want you to get as much value as you can out of the Sage program. By value, we mean we want you to acquire leads you would otherwise not have, and use the incentive of points to motivate behavior or action that benefit you directly.

We do not want you to 'register the phone book' and therefore we reserve the right to modify, suspend, or revoke your access to the program if we feel you are not using the program for its intended purpose. To gauge potential abuses, we will be looking at several factors:

- Is the agent 'certified' in college planning?
- Is the agent submitting an appropriate number of case design requests relative to the number of enrolled Sage prospects they have?
- Is the agent closing a sufficient ratio of college planning-related business in proportion to the number of Sage-registered clients?

So, while the program is here for you – its purpose is to drive your sales activity – period. Use it as intended and it will reward you handsomely. Abuse it at your own risk.