

Small Group plans. Big bonus opportunities.

Skyrocket your earning potential with monthly NEW sale bonuses.



With improved value and even lower prices, earning a bonus selling Small Group plans is easier than ever!

That's why we're extending our bonus for plans with effective dates
July 1, 2025 – September 30, 2025.



Improved, easy-to-sell plans

We're making health coverage more affordable than ever with the lowest prices in 40+ counties!



Lower cost, higher value

With simple ways to deliver care to members and an expanded wellness platform, Florida Blue Small Group plans are even easier to sell.



Monthly, per contract bonuses

Agencies can get up to \$150 for each new Small Group contract. Bonus includes all products and funding arrangements.

Our lower cost and higher value is the perfect formula for your success!

	Total number of NEW sale contracts sold per bonus period	Bonus per contract
Tier 1	1 – 25	\$50
Tier 2	26 – 50	\$100
Tier 3	51+	\$150

Here's an example of how to increase your earning potential

10
Small Groups
x
20
Contracts

200
NEW Contracts Sold
x
\$150
Additional Bonus

Potential Bonus Earnings:
\$30K

Rules of Engagement

Qualified sales and bonus eligibility

This bonus program is for NEW Florida Blue Small Group sales with effective dates from **July 1, 2025 – September 30, 2025**. Each new contract must meet all of the eligibility requirements below.

- Qualifying groups are covered with a Florida Blue Small Group product plan and have four or more contracts enrolled at the time of sale.
- Bonus tier is based on Small Group new sale contracts sold statewide.
- Small Group sales for groups headquartered in Miami-Dade, Broward, Palm Beach, Hillsborough, Pinellas, Pasco, Manatee, Lee, Orange, Polk, Seminole, Leon, Brevard, and Duval counties will count toward tier attainment but will not be payable under this program. Contracts are payable under the separate South Florida, West Florida, Central Florida, and North Florida Small Group new sale bonus program.
- Only contracts that become effective during the bonus period will be considered payable as a part of this bonus.
- Per-contract bonus payment will be paid monthly based on qualifying quarter-to-date bonus level achieved. Per-contract bonus payment will be reconciled back to the first sale of the quarter each month during the bonus period.
- Bonus is calculated at the Satellite Office level for qualified new sales effective July 1, 2025 – September 30, 2025.
- Bonus payment will be made one time per contract.
- To participate in this bonus program, an agency and all applicable selling agents must be licensed and appointed with Florida Blue and all affiliates offering Small Group products included in this program. Agency and Agents must also be so appointed at the time of new sale, and at the time of the bonus payment.
- All Appointed Agents, regardless of classification, and all Contracted General Agents (CGA) are eligible for this bonus program.
- Florida Health Care Plan Small Group products are included in the contract count.
- This bonus will be based on eligible Small Group contracts payable through our compensation system for July 1, 2025 – September 30, 2025.
- NEW Sales are defined as any group where the group number has not been valid for 12 consecutive months; otherwise, the group is defined as a reinstate/re-enroll.
- Business transferring from one product to another is not considered a new sale.
- COBRA employees are included in the contract count (4 – 50) and in the bonus calculation.
- This program is subject to all applicable contract/compensation terms and conditions.
- No advances will be paid for this program.
- Florida Blue reserves the right to modify or discontinue this program at any time.



Questions?

Please contact your General Agent.