



## One more reason to do business with Northland! The Travelers Performance Plus Incentive Program

Many of our retail producers are also selling Travelers insurance to their customers. Travelers has an incentive program for these retail producers which rewards them for obtaining certain premium volumes and loss ratios on commercial business. This program is called Performance Plus.

One of the benefits these retail producers enjoy by being a part of this program is the commercial premium volume they generate by writing business through a Northland general agent contributes to their Travelers Enterprise Premium totals. This additional volume has the potential to move them into a higher premium tier and potentially a higher payout.

This is yet another reason that a retail producer, who has a choice between carriers or general agents, should choose Northland.

### Eligibility

In general, any retail producer who is currently participating in the Travelers Performance Plus incentive program and does NOT have a profit sharing agreement with Northland is eligible.

Other eligibility and program requirements exist and are a part of the Commercial Lines Performance Plus agreement, which the retail producer should have through Travelers.

### For retail producers who currently work with Travelers

1. The eligible premiums they write through our agency contribute to their Enterprise Premium totals for Performance Plus.
2. To participate, the retail producer must do the following:
  - a. Go to [northlandins.com](http://northlandins.com)
  - b. In the left margin, there is a site link connecting them to Travelers Performance Plus
  - c. On the lower portion of the page that comes up, there is a Performance Plus Information Form (PPIF) which must be completed by the producer for each policy they secure through a Northland general agent.
  - d. Once the PPIF is completed, the producer should print and save a copy for their records, and then click on "submit."



**Please contact us with any questions regarding Performance Plus and how it can benefit you.**