



# Earn more on new ABF sales in 2025

Receive a special bonus for  
Small Group level funding  
plans in Georgia



Make 2025 your year with a new way to earn more. Every new Small Group Anthem Balanced Funding (ABF) plan (with 20 to 50 enrolled employees) you sell with a January 1, 2025, to December 1, 2025, effective date earns you a one-time bonus on top of your commission.

There is no limit on earnings. The more you sell, the more you earn.

## ABF bonus payout

Group cases sold	Bonus
3-19	\$1,000
20+	\$2,000
Add vision to at least 3 sold groups	\$100
Add dental to at least 3 sold groups	\$200

If 25% of the membership is enrolled in a High Performance Network (HPN) plan at the end of the year, we will multiply the earned bonus by 1.5X.



## Broker Launchpad offers an easier way to navigate our digital tools

[Broker Launchpad](#) helps you easily find what you need daily through Broker Hub, Producer Toolbox, and EmployerAccess.

Be sure to bookmark **Broker Launchpad** and share it with your office staff.



## We're here to help you earn more

Check out our [playbook](#) for tips on selling and managing ABF. Thank you for your continued partnership. If you have questions, please contact your Anthem representative.

To qualify, you must sell a minimum of 3 ABF groups. Business sold must be in Georgia. There's no retention requirement to be eligible. Applies to new ABF plans with 20 to 50 employees enrolled, as measured at the time of the plan's original effective date. Bonuses are paid within 60 days of the end of each quarter. Qualifying cases and contracts must be in force when the bonus is paid. To participate, you must have a current Anthem appointment and be acting as our agent for sales of group health plans with effective dates Jan 1, 2025, to Dec 1, 2025. Anthem determines final bonus amounts or payments. The program details may change or terminate at any time, without prior notice, at Anthem's sole discretion. General Agents are not eligible for the bonus. Anthem may report bonus compensation, as permitted by law.

Anthem Blue Cross and Blue Shield is the trade name of Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. Independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

