



2024 Small Group Cash Challenge

With Direct Benefits, we are your easy-button for selling to groups down to as low as 2 lives! And we love giving out rewards! When you cross-sell two or more Reliance Standard products—SmartChoice accident, critical illness, dental, life, long & short-term disability—packaged together, you’re on track to earn some extra cash! Take advantage and sell today!

- | Effective Dates Jan. 1 – Dec. 1, 2024
- | Bundle multiple lines of coverage for your RSLI group clients & earn up to \$400 per group!
- | Qualifying coverages include RSLI SmartChoice accident, critical illness, dental, life, long & short-term disability.
- | Coverages must be sold as a package.
- | Coverages must be new for each group.
- | Bonuses will be paid quarterly.

	BONUS REWARD LEVELS
2 lines	\$100
3 lines	\$200
4 lines	\$300
5 lines	\$400

Have questions?

Group | Agent Support Team

Phone (800) 620-5010 option 5
Email agentsupport@directbenefits.com

*Reliance Standard Life Insurance Company is licensed in all states (except New York), and the District of Columbia, Puerto Rico, the US Virgin Islands and Guam. In New York, insurance products and services are provided through First Reliance Standard Life Insurance Company, Home Office: New York, NY. Product availability, benefits and features may vary by state.