

**[ PRA CIRCULAR NO. 04, S. 2011, May 05, 2011 ]**

**PAYMENT OF ANNUAL PERSISTENCY BONUS (APB)**

In the interest of service and in order to have a clear-cut policy on the payment of the Annual Persistency Bonus (APB), the following guidelines are hereby issued, to wit

1. The APB is a fiscal incentive for Accredited PRA Marketers. It shall be paid one (1) year after the issuance of the SRRV of the Principal Retiree enrolled by the Marketer via the **SRRV SMILE and/or SRRV Human Touch**;
2. For the first five (5) Principal retirees enrolled under **SRRV SMILE and/or SRRV Human Touch**, the Marketer shall be paid US\$60.00 each. On the sixth enrollee and thereafter, the fee is US\$100.0 each per annum;
3. The Marketer may enroll as many Principal retirees as he can under the **SRRV SMILE and/or SRRV Human Touch**;
4. The Marketer shall, as a condition precedent for payment of the APB, ensure that the Principal retiree enrolled in the **SRRV SMILE and/or SRRV Human Touch** remains in good standing and compliant with APF and other obligation, if any; and
5. Only Marketers with valid accreditations are eligible/entitled to the Annual Persistency Bonus (APB).

The Resident Retiree Servicing Center (RRSC) in collaboration with the Marketing Department shall have the duty of implementing this policy, and the responsibility for the dissemination of this Circular.

For implementation.

Adopted: 05 May 2011

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