Levels of Leadership

Managing Partner:
Has a minimum of 3 direct 110 Managers and 1 direct Agency Director (or higher).

Senior Partner:
Has a minimum of 2 direct 110 Managers and 2 direct Agency Directors (or higher).

Associate Partner:
Has a minimum of 1 direct 110 Manager, 2 direct Agency Directors (or higher), and 1 direct Agency Owner (or higher).

Executive Vice President:
Has a minimum of 3 direct Agency Directors (or higher).

Senior Vice President:
Has a minimum of 2 direct Agency Directors and 1 direct Agency Owner.

Managing Vice President:
Has 1 Agency Director and a minimum of 2 direct Agency Owners.

Regional Agency Director:
Has a minimum of 2 direct Agency Owners.

Agency Director:
Has 1 direct Agency Owner.

Agency Owner:
Minimum of $55k for 3 consecutive months and a minimum of 7 Sales Representatives (4 direct) for each qualifying month.

Key Leader:
Minimum of $30k for 2 consecutive months and a minimum of 4 Sales Representatives (3 direct) for both qualifying months.

Team Leader:
Minimum of 3 direct Sales Representatives (including yourself) for 2 consecutive months.

Elite Producer:
Minimum of $40k for 2 consecutive months. Max case credit and minimum promotable premium apply.

Top Producer:
Minimum of $25k for 2 consecutive months. Max case credit and minimum promotable premium apply.

Sales Representative:
1st family helped.

The SFG Levels of Leadership are separate from the SFG Promotion Guidelines. An agent’s promotion from one commission level to the next is determined by factors as outlined on the SFG Promotion Guidelines. See Promotion Guidelines for more details.