

AKARD 2011

MEMBERSHIP APPLICATION FORM



The Premier Award for Life Assurance
Professionals and Financial Advisors



**NATIONAL ASSOCIATION OF MALAYSIAN
LIFE INSURANCE AND FINANCIAL ADVISORS**

WISMA NAMLIFA, NO. 55, JALAN 3/93, TAMAN MIHARJA, CHERAS, 55200 KUALA LUMPUR, MALAYSIA.
TEL + 603 9281 3167 FAX + 603 9287 2855 / 603 9281 1435 WEBSITE: www.namlifa.org.my

IMPORTANT NOTE

Kindly keep the following in mind when applying for AKARD as they can help us to serve you better:

- Complete all the required information, write or print clearly.
- Please do tick the check list; it may help to complete your application.
- Please contact our Customer Service at 603- 92813167, if you have not received the Certificate with Official Receipt within 10 working days.
- DO NOT RETURN by FAX or EMAIL. Kindly mail the application form to the NAMLIFA address.



YOU MUST SUBMIT AN APPLICATION TO CONTINUE YOUR RECOGNITION WITH NAMLIFA

2011 APPLICATION CHECKLIST

- VERIFY** that all information is correct. Mark any corrections directly on the application.
- ANSWER** all questions completely, and provide additional information where warranted, such as Certifying Letters and information relating to complaints.
- INCLUDE** additional Certifying Letters if you are applying using Production Credit other than your Principal Company.
- PAY** your dues by issuing a Cheque payable to NAMLIFA, or by completing the credit card information area.
- SEND** your signed application form, including dues and any additional information, by **REGISTERED AIR MAIL, CERTIFIED MAIL or COURIER** to NAMLIFA HQ office postmarked on or before **April 30th, 2011** to avoid the late filing fee. **FAXED APPLICATIONS ARE NOT ACCEPTED**

AKARD CODE OF ETHICS

Members of AKARD should be ever mindful that complete compliance with and observance of the Code of Ethics of AKARD shall serve to promote the highest quality standards of membership. These standards will be beneficial to the public and the insurance and financial services profession.

THEREFORE, MEMBERS SHALL:

1. Always place the best interests of their clients above their own direct or indirect interests.
2. Maintain the highest standards of professional competence and give proper advice to clients by seeking to maintain and improve professional knowledge, skills and competence.
3. Hold in the strictest confidence, and consider as privileged, all business and personal information pertaining to their clients' affairs.
4. Make full and adequate disclosures of all facts necessary to enable their clients to make informed decisions.
5. Maintain personal conduct, which will reflect favorably on the life insurance industry and the AKARD.
6. Determine that any replacement of a life insurance or financial product must be beneficial for the client.
7. Abide by and conform to all provisions of the laws and regulations in the jurisdictions in which they do business.

APPLICANT CERTIFICATION STATEMENT

- (a) I have read, understand and agree to abide by all of the provisions of the AKARD Code of Ethics and the Applicant Certification Statement included in this material.
- (b) My application to AKARD does not include any business resulting from the cancellation or surrender of an existing policy, except for that portion of any such issued business which is in excess of the original AKARD credit of such cancelled or surrendered policy or policies.
- (c) I am personally eligible for the production credit claimed. I am entitled to all future credit on my paid business as reported; I have not assigned or promised to assign any of these credits. Full details of any exceptions are attached.
- (d) If I am a member of a corporation, a partner in a partnership, or associated with a corporation or partnership as an employee on a salary or percentage of production basis, I have taken credit only for the proportionate share of paid business to which I am entitled under the terms of my agreement with my associates.
- (e) If I am a manager or leader, I have taken credit only for business to which I am entitled. No part of my qualification credits arises through spin-offs or equivalent thereof unless allowed under the category of AKARD Senior Leader's Group category.
- (f) No credit has been claimed for any business, which is excluded, which includes the limitation on personal production on my life, my spouse or dependents.
- (g) I HEREBY AUTHORIZE NAMLIFA to obtain from all sources such additional information and documents as it deems advisable in connection with this application for previous years. I hereby agree to cooperate fully in obtaining and submitting such additional information and documents, including but not limited to my hereby waiving of the privileges of any privacy laws. I hereby agree to cooperate fully in obtaining and submitting such additional information and documents to release it, without incurring liability to me, to NAMLIFA and upon NAMLIFA's request.

IMPORTANT NOTE

THIS CERTIFYING LETTER IS A PART OF YOUR APPLICATION AND IS TO BE SUBMITTED WITH YOUR MEMBERSHIP APPLICATION ON OR BEFORE 30TH APRIL, 2011 TO AVOID A LATE FILING FEE.



CERTIFYING LETTER

INSTRUCTION

APPLICANT'S INSTRUCTIONS (*this letter can be duplicated if necessary*)
Send completed Certifying Letter to the appropriate official of the company that paid the AKARD credit. The official checks and verifies your production and if it is correct, will sign the Certifying Letter and return to you. When you receive the signed copy, attach it to your application papers and forward to **NAMLIFA in one complete package**. Retain a copy for your records.

COMPANY OFFICIAL'S INSTRUCTIONS

Verify the production credits. This Certifying Letter must be signed by the official who can verify the AKARD credit paid to the applicant and should be **returned to the applicant**.

See page 6 of this form or visit www.namlifa.org.my for eligible credits.

AKARD CREDIT

UNLIMITED CREDIT

Life insurance, annuities, disability income, pensions, accidental death and dismemberment, long-term care, critical illness and individual health insurance.

LIMITED CREDIT

Health insurance, pensions from non-life insurance companies, mutual / unit trust funds.

THIS IS TO
CERTIFY THAT

Applicant's Name _____

Agency/Partnership/Corporation Name (if applicable) _____

Address _____

City _____ State _____ Postcode _____

AKARD ID Number _____

Telephone # 6- _____ - _____

Fax # 6- _____ - _____

Is entitled to the credit indicated, calculated in accordance with AKARD policies and procedures.

NO. OF CASES

UNLIMITED _____

LIMITED _____

PREMIUM CREDIT

UNLIMITED _____

LIMITED _____

See page 6 for eligible credits.

QUALIFICATION PERIOD CANNOT BEGIN BEFORE 1ST JAN, 2010 OR AFTER 31ST DEC, 2010

The undersigned affirms the above AKARD credits and lives/cases are true and correct to the best of his/her knowledge and belief, and that this business was in force as of December 31st, 2010. Further, it does not include business resulting from the cancellation or surrender of any existing policy, except for that portion of any such AKARD credit which exceeds the AKARD credit of such cancelled or surrendered policy or policies.

Print or Type Name of the Company CEO

Company Name _____

Tel : 6- _____ - _____

Fax : 6- _____ - _____

Company Stamp Chop & CEO Signature _____

Date _____

INFORMATION CONCERNING THE 2011 AKARD

1A) **AKARD Personal Gold**

The production requirement to qualify for the 2011 **AKARD Personal Gold** is RM 125,000 of eligible production credit. A minimum of 60 percent (RM 75,000 paid FYP) must come from policies listed under Unlimited Credit. (See Item 5). Additional premium credit may come from Limited Credit. All rules and regulations concerning **AKARD** members apply.

1B) **AKARD Personal Platinum**

The production requirement to qualify for the 2011 **AKARD Personal Platinum** is RM 265,000 of eligible production credit. A minimum of 60 percent (RM 159,000 paid FYP) must come from policies listed under Unlimited Credit. (See Item 5). Additional premium credit may come from Limited Credit. All rules and regulations concerning **AKARD** members apply.

1C) **AKARD Leader's Direct**

The production requirement to qualify for the 2011 **AKARD Leader's Direct** is RM 525,000 of eligible production credit. A minimum of 80 percent (RM 420,000 paid FYP) must come from policies listed under Unlimited Credit. (See Item 5). Additional premium credit may come from Limited Credit. All rules and regulations concerning **AKARD** members apply. Leader's Direct is defined as business from the Leader's Direct Unit Performance.

1D) **AKARD Million Dollar Agency**

The production requirement to qualify for the 2011 **AKARD Million Dollar Agency** is RM 1,050,000 of eligible production credit. A minimum of 80 percent (RM 840,000 paid FYP) must come from policies listed under Unlimited Credit. (See Item 5). Additional premium credit may come from Limited Credit. All rules and regulations concerning **AKARD** members apply. Million Dollar Agency is defined as business from the Leader's Direct Unit Performance and direct down line Managers. (**Excluding** break-away / spin-off).

1E) **AKARD Senior Leaders' Group**

The production requirement to qualify for the 2011 **AKARD Senior Leaders' Group** is RM 6,300,000 of eligible production credit. A minimum of 80 percent (RM 5,040,000 paid FYP) must come from policies listed under Unlimited Credit. (See Item 5). Additional premium credit may come from Limited Credit. All rules and regulations concerning **AKARD** members apply. Senior Leader's Group is defined as business from the Leader's Direct Unit Performance and direct down line Managers, including direct break-away / spin-off.

Please note : Applicants must apply using **ONLY** Premium Credit. Only one form of credit will be accepted.

2. **ELIGIBLE PREMIUM**

Production credit will based on eligible first year premium paid or new money invested during 2010. Please note:

- Life Assurance with annual premiums is eligible for credit. Premium credit may be given in the Unlimited Credit category up to the amount of the annual premium.
- Group premiums are eligible for credit in the first year of the policy only. Additions to the group in subsequent years are not eligible for credit.

3. **FILING DEADLINE**

The filing deadline for all material (application, dues payment, certifying letter, if applicable) is April 30th, 2011. All applications received after April 30th, 2011 will be charged a RM50.00 late filing fee. NAMLIFA strongly encourages certified or registered mail or courier service. Proof of postage is not proof of delivery.

4. Submissions received after April 30th, 2011 will not be included in the ranking for the Top 60 AKARD qualifiers.

5. PRODUCTION CREDIT

A) UNLIMITED CREDIT

Products from life insurance companies	Premium Credit
Life (Individual) Traditional	100% of first year premium
Investment Link	
- Regular maximum annual premium (AP) limit (Note)	100% of first year premium
- Top Up exceed AP limit	10% of first year premium
Single premium (Whole Life and Investment Link)	10% of first year premium or new money invested
Accidental death and disability and Personal Accident (individual)	100% of first year premium
Health care (individual)	100% of first year premium
Critical illness (individual)	100% of first year premium
Disability income contracts (individual)	100% of first year premium
Long-term care (individual)	100% of first year premium
Pensions (individual)	100% of first year premium
Accidental death and disability (group)	10% of first year premium
Health care (group)	10% of first year premium
Critical illness (group)	10% of first year premium
Disability income contracts (group)	10% of first year premium
Life (group)	10% of first year premium
Long-term care (group)	10% of first year premium

B) LIMITED CREDIT

Products from non-life insurance companies	Premium Credit
Accidental death & disability and Personal Accident (individual)	100% of first year premium
Health care (individual)	100% of first year premium
Pensions (annual premium) from non-life company	100% of first year premium
Pensions (singleum) from non-life company	10% of first year premium
Health care (group)	10% of first year premium
Mutual Funds / Unit Trust Funds	10% of first year premium or new money invested

Note: Since 01/06/2005 AP: RM 5,000 (Annual Premium)

6. CERTIFYING LETTERS

An application for Qualifying membership will be considered incomplete, and membership may be denied, unless a certifying letter signed by an official from the company which an applicant is using for AKARD production is attached to the membership application. These companies may include life insurance companies, agencies, brokerage companies, banks or mutual fund / unit trust companies. Brokerage companies are defined as third party wholesalers of insurance and investment products that are provided to agents on behalf of insurance and investment companies. Should an applicant be an official of a brokerage company, the product provider who pays the commissions must sign the certifying letter.

7. AKARD MEMBER'S BENEFITS

a) Recognition on Stage during the National level Annual AKARD Awards Recognition Night dinner for:-

- (i) Top 30 AKARD Personal Award (Minimum must be a Platinum Member)
- (ii) Top 15 AKARD Leaders' Direct Award
- (iii) Top 15 AKARD Million Dollar Agency Award

b) Recognition on Stage during the Branch level Annual AKARD Awards Recognition Night dinner for:-

- (i) All remaining AKARD members

8. National level Annual AKARD Awards Recognition Night dinner.

Top 60 AKARD qualifiers will be notified of dinner venue and date by mail.

9. Branch level Annual AKARD Awards Recognition Night dinner.

All remaining AKARD qualifiers will be notified of dinner venue and date by respective Branch Committees.

To register, contact Customer Service Department at 603-9281 3167