

# AKARD 2018

# APPLICATION FORM

(Based on 2017 Production)



The Premier Award for Life Assurance  
Professionals and Financial Advisers



**NATIONAL ASSOCIATION OF MALAYSIAN  
LIFE INSURANCE AND FAMILY TAKAFUL ADVISORS**

Wisma NAMLIFA, No. 55, Jalan 3/93, Taman Miharja, Cheras, 55200 Kuala Lumpur, Malaysia  
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# AKARD CATEGORIES AND QUALIFICATION CRITERIA OF THE 2018 AKARD

## 1) AKARD Personal Gold

- i. Production requirement to qualify for 2018 **AKARD Personal Gold** is RM150,000 of eligible production credit.
- ii. A minimum of 60 percent (RM90,000 paid FYP) must come from policies listed under Unlimited Credit (See Item 1).
- iii. Additional premium credit may come from Limited Credit. All rules and regulations concerning AKARD members apply.

## 2) AKARD Personal Platinum

- i. Production requirement to qualify for 2018 **AKARD Personal Platinum** is RM300,000 of eligible production credit.
- ii. A minimum of 60 percent (RM180,000 paid FYP) must come from policies listed under Unlimited Credit (See Item 1).
- iii. Additional premium credit may come from Limited Credit. Anyone with RM500,000 eligible production credit must apply for the Personal Diamond category. All rules and regulations concerning AKARD members apply.

## 3) AKARD Personal Diamond

- i. Production requirement to qualify for 2018 **AKARD Personal Diamond** is RM500,000 of eligible production credit.
- ii. A minimum of 60 percent (RM300,000 paid FYP) must come from policies listed under Unlimited Credit (See Item 1).
- iii. Additional premium credit may come from Limited Credit. Anyone with RM500,000 eligible production credit must apply for this category. All rules and regulations concerning AKARD members apply.

## 4) AKARD Leaders' Direct

- i. Production requirement to qualify for 2018 **AKARD Leaders' Direct** is RM600,000 of eligible production credit.
- ii. A minimum of 80 percent (RM480,000 paid FYP) must come from policies listed under Unlimited Credit (See Item 1).
- iii. Additional premium credit may come from Limited Credit. All rules and regulations concerning AKARD members apply. Leaders' Direct is defined as business from the Leaders' Direct Unit Performance.

## 5) AKARD Million Dollar Agency

- i. Production requirement to qualify for 2018 **AKARD Million Dollar Agency** is RM1,200,000 of eligible production credit.
- ii. A minimum of 80 percent (RM 960,000 paid FYP) must come from policies listed under Unlimited Credit (See Item 1).
- iii. Additional premium credit may come from Limited Credit. Anyone with RM5,000,000 eligible production credit must apply for the Mega Million Dollar Agency category. 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.

## 6) AKARD Mega Million Dollar Agency

- i. Production requirement to qualify for 2018 **AKARD Mega Million Dollar Agency** is RM5,000,000 of eligible production credit.
- ii. A minimum of 80 percent (RM4,000,000 paid FYP) must come from policies listed under Unlimited Credit (See Item 1).
- iii. Additional premium credit may come from Limited Credit. All rules and regulations concerning AKARD members apply. Mega Million Dollar Agency is defined as business from the Leader's Direct Unit Performance and direct down line Managers. Excluding direct break-away / spin-off.

## 7) AKARD Star Rookie

- i. Production requirement to qualify for 2018 **AKARD Star Rookie** is RM110,000 of eligible production credit registered on or after 1 January.
- ii. This is for newly contracted agents and only production registered within 12 months from date of contract is taken into consideration (policy for 12 months from date of contract).
- iii. A minimum of 60 percent (RM66,000 paid FYP) must come from policies listed under Unlimited Credit (See Item 1).
- iv. Additional premium credit may come from Limited Credit. All rules and regulations concerning AKARD members apply.

## 8) AKARD Builders Award

- i. Definition of Agency Leaders in this context will include Agency Managers and Unit Managers direct agencies.
- ii. AKARD Builders Award is divided into 4 categories and Agency Leaders can apply for the awards subject to a minimum number of qualifiers within the agency as follows :
  - Silver – 3 AKARD Awardees
  - Gold – 6 AKARD Awardees
  - Platinum – 9 AKARD Awardees
  - Diamond – 12 & Above AKARD Awardees

## 9) AKARD Life Members

An individual becomes a qualified AKARD Member for the year when his/her application papers are approved. Those who qualify as a 10<sup>th</sup> time AKARD Member can apply for AKARD Life Member without any additional payment provided that their NAMLIFA membership is still in force. Life status is maintained in future years by submitting an application each year with production or attesting to having met current minimum production levels and by paying the required dues.

## 1) PRODUCTION CREDIT

### A. UNLIMITED CREDIT

#### Products from life insurance companies

##### Life (Individual) Traditional

Takaful Link

100% of first year premium

Investment Link

100% of first year premium

- Regular maximum annual premium (AP) limit (Note)

10% of first year premium

- Top Up exceed AP limit

Single premium (Whole Life and Investment Link)

10% of first year premium or new money invested

Plans and premium payment from 20 years and above

100%

Plans with less than 20 years premium payment

100%

Accidental death and disability and personal

100% of first year premium

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

Accidental death & disability and Personal

Accidental (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 (single premium) 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

### PREMIUM CREDIT

### PREMIUM CREDIT

## 2) CERTIFYING LETTERS

i. Certifying letter signed by an official from the company which an applicant is using for AKARD production is attached to the membership application.

ii. If application without Certifying letter, that will be considered incomplete, and membership will be denied.

iii. 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.

## 3) AKARD MEMBER'S BENEFITS

### a) Recognition on Stage during the National Level Annual AKARD Awards Night for:-

- i. Top 30 AKARD Personal Diamond Award
- ii. Top 20 AKARD Leaders' Direct Award
- iii. Top 20 AKARD Mega Million Dollar Agency Award
- iv. Top 20 AKARD Star Rookie Award
- v. Top 10 Diamond AKARD Builders Award

### b) Recognition on Stage during the Branch Level Annual AKARD Awards Night for:-

- i. All remaining AKARD Awardees

## 4) National Level Annual AKARD Awards Recognition Night

Top 100 AKARD qualifiers will be notified of dinner venue and date by NAMLIFA National.

## 5) Branch level Annual AKARD Awards Recognition Night

All remaining AKARD qualifiers will be notified by respective Branch Committees.

## IMPORTANT NOTE

DO NOT RETURN by FAX or EMAIL.

Kindly mail the application form to the NAMLIFA address.



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## YOU MUST SUBMIT AKARD APPLICATION TO CONTINUE YOUR RECOGNITION WITH NAMLIFA

### 2018 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 30<sup>th</sup>, 2018** to avoid the late filing fee. **FAXED OR EMAIL 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.

#### Important Note:

NAMLIFA reserves the right to reject the application or withdraw the Award (if the award has been presented) if and when a member is proven to have committed any breach of conduct in relation to misrepresentation, mis-selling, phantom agent and all the like. NAMLIFA also reserves the right, at the discretion of the National Council, to announce such decision in the press. All payments made by the member are not refundable.

#### 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, understood 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.
- f) No credit has been claimed for my 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 deem 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

Applicants must apply using **ONLY** Premium Credit.

## DECLARATION



The Premier Award for Life Assurance  
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### NOTE 1: ELIGIBLE PREMIUM

Production credit will be based on eligible first year premium paid or new money invested per year.

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 of the policy only. Additions to the group in subsequent years are not eligible for credit.

### NOTE 2: FILING DEADLINE

The filing deadline for all materials (application, dues payment, certifying letter, if applicable) is 30<sup>th</sup> April. All applicants received after 30<sup>th</sup> April 2018 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.

**Submissions received after April 30<sup>th</sup> 2018 will not be included in the ranking for the TOP 100 AKARD qualifiers.**

### DECLARATION

1. I confirm that all information given is true and complete. I hereby authorize NAMLIFA to verify the information from whatever source, and by whatever means that NAMLIFA considers appropriate.
2. If any information is subsequently found to be inaccurate and has contributed to the organizers being misled into accepting this application, NAMLIFA reserves the right to retract the recognition.
3. I confirm that I shall be subject to the terms and conditions governing the application of NAMLIFA AKARD membership.
4. I understand that NAMLIFA reserves the right to decline an application without giving any reason.
5. Any broken plaques may be replaced for a fee of RM 200 per piece. (All broken plaques have to be returned before replacements are processed)
6. I undertake to keep the plaque for own purposes and not to sell, lend or give it to anyone else.
7. NAMLIFA reserves the right to change venue or date of Annual Award Dinner if necessary without prior notice.
8. I agree that my signing on the NAMLIFA AKARD membership, shall constitute my acceptance of and my agreement to be bound by the terms and conditions contained in this membership form.

**Signature:**

**Date:**

# CERTIFYING LETTER

THIS CERTIFYING LETTER IS A PART OF YOUR APPLICATION AND IS TO BE SUBMITTED WITH YOUR AKARD APPLICATION FORM ON OR BEFORE 30<sup>th</sup> April, 2018 TO AVOID A LATE FILING FEE.



The Premier Award for Life Assurance Professionals and Financial Advisers

## 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, attached it to your AKARD Application Form and forward to **NAMLIFA in one complete package**. Retain a copy for your records.

### COMPANY OFFICIAL'S INSTRUCTION

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

See Page 1 of this form or visit [www.namlifa.org.my](http://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.

PERSONAL PREMIUM CREDIT(RM)	Unlimited Credit		Limited Credit		Total Credit	
	Conventional	Takaful	Conventional	Takaful	Conventional	Takaful
Star Rookie						
Personal Gold						
Personal Platinum						
Personal Diamond						
GROUP PREMIUM CREDIT(RM)						
Leaders' Direct						
Million Dollar Agency						
Mega Million Dollar Agency						

THIS IS TO CERTIFY THAT

\_\_\_\_\_ (Applicant's Name)

\_\_\_\_\_ (Agency's Name if applicable)

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

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

**AKARD Builders Award** (Please tick & Append name list and NRIC No. of Awardees \*\*Compulsory)

- Silver AKARD Builders Award – minimum 3 AKARD Awardees  
 Gold AKARD Builders Award – minimum 6 AKARD Awardees  
 Platinum AKARD Builders Award – minimum 9 AKARD Awardees  
 Diamond AKARD Builders Award – minimum 12 AKARD Awardees

**QUALIFICATION PERIOD CANNOT BEGIN BEFORE 1<sup>ST</sup> JAN 2017 OR AFTER 31<sup>ST</sup> DEC 2017.**

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 31<sup>st</sup>, 2017. 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 surrender policy or policies.

Print or Type Name of the Company CEO / CAO

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Company Stamp Chop & CEO signature OR

\_\_\_\_\_  
Head / Manager of the Department

\_\_\_\_\_  
Date



# 2018 AKARD APPLICATION FORM

Kindly mail / courier the application form to the NAMLIFA address:  
WISMA NAMLIFA, NO. 55, JALAN 3/93  
TAMAN MIHARJA, CHERAS, 55200 KUALA LUMPUR, MALAYSIA  
03-9281 3167

Note: Please provide soft copy photo (shoulder length) and email to [info@namlifa.org.my](mailto:info@namlifa.org.my)

**PHOTO**  
(Compulsory)  
Passport Size  
(PLEASE EMAIL)

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Passport Size  
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**\* IMPORTANT NOTE :** APPLICANT MUST BE A MEMBER OF NAMLIFA AS AT APRIL 30<sup>TH</sup> 2018 AND DUES FOR 2017 AND 2018 DULY PAID

## Section A – Personal details (Please complete all fields with CAPITAL letters)

NAMLIFA Membership No.         AKARD ID No.  8  0  0  -     Mr / Ms / Dato

Name (as in NRIC)

NRIC No (New)       -   -     Agent Code

Company Name

Designation

Agency Address

Postcode       City / State

Correspondence Address

Postcode       City / State

Tel (Office)           Mobile No.

Fax No                      Email Add: \_\_\_\_\_

I would like to receive my AKARD Award at: (please tick for your branch preference)

- K. Lumpur  Johor  Kuching  Melaka  Miri  Negeri Sembilan   
 Klang (NEW)  Pahang  Sabah  Sibul  Penang  Perak

### ANSWER REQUIRED ON THE FOLLOWING QUESTIONS (Please Tick ✓)

- Has any **complaint or proceeding of any nature**, that has not already been fully reported to or acknowledged by AKARD, ever been brought against you by or through any insurance association, or by or through any government body or representative thereof; or alleging you committed a felony, whether related to insurance or not? **\*If yes, include complete document.**  YES  NO
- I am applying
  - AKARD Personal Gold (minimum of RM 150,000 PC)
  - AKARD Personal Platinum (minimum of RM 300,000 PC)
  - AKARD Personal Diamond (minimum of RM 500,000 PC)
  - AKARD Leaders' Direct (minimum of RM 600,000 PC)
  - AKARD Million Dollar Agency (minimum of RM 1,200,000 PC)
  - AKARD Mega Million Dollar Agency (minimum of RM 5,000,000 PC)
  - AKARD Star Rookie (minimum of RM 110,000 PC) (Date of first insurance license Month \_\_\_\_\_ Year \_\_\_\_\_)
- I am applying for **AKARD Builders Award**
  - Silver (minimum 3 AKARD Awardees)  Gold (minimum 6 AKARD Awardees)
  - Platinum (minimum 9 AKARD Awardees)  Diamond (minimum 12 AKARD Awardees)
- I am qualified for **AKARD Life Member**
  - 10 Years  11 Years  12 Years  13 Years  14 Years



