



FBFS AGENCY INCENTIVES 2025

Kansas Farm Bureau Health Plans (KFBHP) has a strong partnership with Farm Bureau Financial Services (FBFS) agents in Kansas. This partnership has helped us provide affordable healthcare coverage to more than 18,000 clients/members. KFBHP's 2025 goal is to end the year with 19,000 covered lives. To help achieve this goal, the following incentive plan will be implemented.

DATES: Applications submitted from January 1, 2025, through December 31, 2025.

The top agency in each of the FBFS 8 districts will be awarded. If the top agency has 50 applications or less, they will be awarded \$500. If the top agency has 51 applications or more, they will be awarded \$1,000. The payment will be sent in February 2026.

** Districts will be based on their make-up as of Dec. 31, 2025.*

***In the event of a tie, award money will be divided between the agencies.*

Questions should be directed to Erin Petersilie, petersiliee@kfb.org.