

Categories of Expenses Eligible for Claims

(See the Claim Form for more detail)

a. Licensed and appointed staff necessary to have agency open 45 hours a week

You may only make a claim for expenses paid for one full-time Licensed & Appointed staff (or one or more part-time Licensed & Appointed staff who were the equivalent of one full-time Licensed & Appointed staff).

However, if you were appointed as a Farmers agent through any of the following three programs that required a Licensed and Appointed staff to be appointed, External Acquisition (after 1/1/2019), SEED, or Retail, then you cannot make a claim for expenses you paid for Licensed and Appointed staff.

b. Exterior signage

- Outdoor sign
- Window Graphic

c. Interior signage and branding

- Interior Sign
- Cut out letters
- Vinyl Graphics
- Plaques
- Stationary
- Business Cards
- Promotion Items
- Wall Art

d. Digital

- Website Photo
- Website customization expenses from 1/1/2018 to 1/31/2020 up to a maximum of \$30/month from Yext or as part of the Performance Marketing Package

e. Office appearance

- Exterior
- Interior
- Furniture
- Walls/floors