

## A Mid-Year Treasure Trove With IFA!

#IFACelebrates24

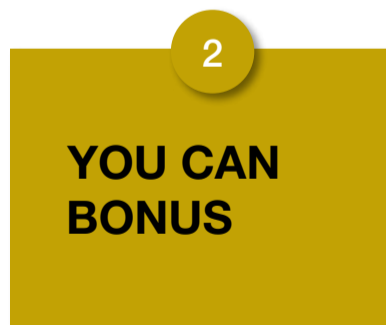
While it may be a little too soon to put up your Christmas tree it's never too soon to get in a festive mood and celebrate what IFA has to offer following the IFA 24<sup>th</sup> birthday celebration. As part of the occasion IFA announced the official launch of IFA Perks, a product that gives IFAs instant access to great benefits and another opportunity to earn and grow their businesses. Our Mid-Year bonuses were also launched and these had IFAs incredibly excited and ready to hit the ground running.

Serving as much needed motivation, we are certainly looking forward to the growth in production from all IFAs. IFA is certainly looking forward to more innovation and changing the lives of many in South Africa for another 24 years!

*Keep a lookout for more launches coming your way!*



IFA Perks gives you instant access to amazing lifestyle benefits with 4 instant vouchers in fast food, entertainment, retail and travel categories.



Back by popular demand IFA proudly reintroduced the You Can Bonus. This Bonus gives IFAs a chance to earn **R250** when you introduce and DebiCheck two new Key Appointments. The You Can Bonus qualifies for a limited period of 20 August – 20 October payment dates.



The second bonus is the Earner Creator Bonus PLUS. Creating New Earners is an important way to build your team and increase earnings. This bonus was launched in February 2022. By creating **ONE** new Earner, you can now earn a bonus of **R750**.



# LIFE AT IFA AFTER 750 DAYS OF LOCKDOWN

Business in South Africa has changed as we know it and one can surely testify to the adjustments required to keep businesses afloat.

*“We are incredibly excited to see what opportunities will be presented with the new way of working.”*

- Brenda Frodsham



IFA is no stranger to sudden changes in business operations and having to take on a digital approach to presentations, award ceremonies, birthday celebrations and rallies. Brenda Frodsham, Strategic Operations Director for IFA notes “Moving to digital was quite a shift. IFA thrives on in person interaction and having to adapt to the new ways of working needed to be done quickly and swiftly”.

While we look back at what the world was, IFA has embraced what has become the new South Africa by taking on a hybrid approach to business. Our teams have seized the opportunity to be back on the ground and recruiting new IFAs through safe in person

presentations while simultaneously making use of digital platforms to disseminate information on the IFA Business Opportunity.

Our Forums have reported that the ability to engage with prospects in person and digitally has not only expanded their knowledge but has also increased the performance of their businesses.

“Our IFAs are geared up and excited to keep the IFA fire burning and I am sure they are even more excited to have bigger and better in person presentations” says Brenda Frodsham.

# Find & Follow IFA!

The digital era has allowed us to easily connect with one another. Giving us access to communicate and update the IFA network with essential information quickly. Using our digital channels we produce exciting campaigns, incentives, online shows and competitions to keep your IFA business in tip top shape!

IFA is available on all major digital platforms! Engage with us on our social media accounts to view all our latest updates. Gain valuable assistance through self-service platforms, like WhatsApp. Also subscribe and view resourceful information on the IFA YouTube channel.

To connect with IFA simply Like, Follow and Subscribe to our digital channels:

 **Facebook**

 **Instagram**

 **YouTube**

 **Twitter**

## CLIENTÉLE CLASSIC LEGAL PLAN

Have you ever found yourself in an unforeseen scenario where you needed legal representation but didn't know where to turn to? Clientéle Legal offers you the opportunity to obtain professional legal services that are inexpensive and easy to use.

From as little as **R305 a month** you will have access to **R280,000** worth of professional legal services per year through a qualified and professional lawyer.

### VISIT THE IFA WEBSITE

for more information on the Clientéle Classic Legal plan and how you can secure all your legal needs.





**IFA PERKS**

**WELCOMES**

**YOU TO THE**

**SOFT LIFE...**

We all need a little financial break to spoil ourselves or buy a loved one something special. We may often find ourselves with more month than money and IFA Perks has come at the perfect time to give you the ultimate financial relief.

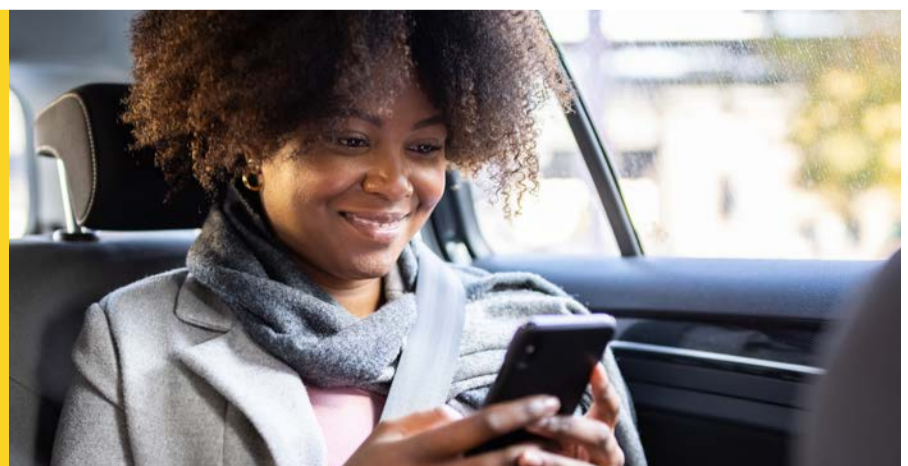
Since its inception on the 1<sup>st</sup> of July 2022, IFA Perks has taken up by over 3,700 IFAs and we are extremely proud to see the product gain such positive traction. Mahen Thamanna Chief Executive of Clientéle Rewards states “one of the key elements of IFA is attracting new IFAs to join the business. With a product that is affordable and has tangible instant value I see this being a big draw card and possibly the product that will be chosen most often by new IFAs into the future”.

IFA Perks will help towards Bonuses, Incentives and Club Points. “IFAs love earning extra income, benefitting from Clientéle products and being proud brand ambassadors for IFA. This is the most exciting opportunity we have introduced in a while!” says Mahen.

Signing up for IFA Perks is easy. Do not miss out on the opportunity to increase your earnings while also being rewarded with real, relevant and instant REWARDS.

Not only designed to bring financial relief but IFA Perks is a great product with business benefits too.

*Visit the IFA web page for more information on how you can sign up today.*



# THE INTERNATIONAL CIRCUIT





## JET SET TO THE LAND OF

*Riches &  
Royalty!*

Experience a majestic adventure like never before, a tourist destination fit for IFAs who exceed in their business. Through hard work and commitment, you could explore the luxurious cities of Dubai & Abu Dhabi! Admire the beautiful landmarks, indulge in shopping utopias, enjoy delicious food and be captivated by the MEGA structures. Not only that, IFA gives you the opportunity to experience this with a partner of your choice.

It's time to move your business into the fast lane to guarantee your International Circuit experience, at the 2023 IFA Incentive Conference. Ensure that you utilize our newly launched Mid-Year Bonuses, products, incentives and existing IFA resources to increase your chance of getting there!

### This is how you can secure your ticket to Dubai & Abu Dhabi:

-  **1** Guarantee your spot with 55,000 points during the competition
-  **2** Be one of the Top 3 Fast Starters with a minimum of 6,500 points
-  **3** Achieve 27,500 points or more and be in one of the Top 20 points positions
-  **4** Qualify as a Forum Member as per the Forum qualification criteria.



**DON'T MISS OUT!**