

RPowerD™ - Features producers love, and sales tools

October 9, 2018

1. RPowerD establishes minimum price and minimum revenue on 110% of the most acres planted in the lastfour (4) years. Producers only pay for acres planted in 2019. Pay in October 2019.
2. Two trading session “look-back” on Market Price. Where else can producers get the price from two trading sessions ago?
3. Choose up to 12 Alternative Price Discovery Periods. This feature also allows for a deeper look into the current interval time frame before the buying deadline.


Use one, two, or all three features to establish your customer’s minimum revenue floor whenever the RPowerD price provides opportunity to meet your minimum price or revenue goals.

Waiting until the projected price is established to know your minimum revenue guarantee exposes your customer’s farm, family, and future to unknown and unpredictable financial risks. Establishing a minimum crop insurance revenue with RPowerD whenever the market price presents the opportunity to achieve minimum revenue goals allows your customer to take less risk while leaving the opportunity open to make more revenue.

The Quick Start Post Card is a great, low tech tool to help guide you and your producer through a conversation about their goals. Harvest is a great time to use the card as you check in with your producers to learn their minimum price and revenue goals for 2019 crops. You can document their goals on the card, then use the information to help them create a real financial safety-net whenever the RPowerD “Market Price” gets to a level that achieves their minimum price and/or revenue goals.

Download the RPowerD Quick Start Post Card from this [Link](#) for local printing.

Below are the best selling RPowerD strategies from the past few weeks.



Customer: _____

Crop Year Crop

Revenue Power Decision Guide

1. What is the minimum revenue per acre needed? \$/ac
2. What board price would you not want to see get away from you?
3. When is this price most likely to occur? Circle as many as desired.

A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A
												Planting Period				
4. What is the lowest average February price we could expect?

Max Price Mvmt
Market Price
 APC
 Liability Adjustment Factor
 Acres
 RPowerD & RP Coverage

	Corn	Soybeans
	\$0.70	\$1.50
	Opt-in	Opt-in
	\$0.00	\$0.00
	100%	100%
	110% of max planted in last 4 yrs	
	Same as RP policy	

Alternative Price Discovery Periods by Popularity

October 1 - October 31, 2018		
November 1 - November 30, 2018		
December 1 - December 31, 2018		
January 1 - January 31, 2019		
March 1 - March 31, 2019		
April 1 - April 30, 2019		
May 1 - May 31, 2019		
June 1 - June 30, 2019		
July 1 - July 31, 2019		
August 1 - August 31, 2019		

Sales have been evenly split between those choosing full month and those choosing 1/2 month intervals.

key:

	less sales
	most sales

Please contact your Rep to schedule a late fall or winter local producer meeting to review all the features of RPowerD we know producers appreciate and will utilize once they know you have this great resource available to help them take less risk and make more revenue.

Learn, analyze and quote RPowerD at www.agentevantage.com

View previous RPowerD newsletters on the [NAU Country website](#).



NAU Country Insurance Company Corporate office

Phone: 763.427.3770

Toll Free: 800.942.6557

