



Fresh • Exclusive • High-Intent • Real-Time  
 Final Expense, Term Life, IUL, Annuity

### Economy

Leveraging our buying power has enabled us to offer these leads to you at bulk cost.

<b>Our most cost effective</b>	Call Backs	Appointments	Warm Transfers
	Final Expense: \$4	Final Expense: \$13	Final Expense: \$13
	Term Life: \$4	Term Life: \$16	Term Life: \$13
	Med Sup/Adv \$5	Med Sup/Adv \$22	Med Sup/Adv: \$14

\*Prices determined by number of leads and engagement area.

Guaranteed, double-verified, leads. Fill your lead funnel with qualified potential clients.

A "drilled-down" call-back where the client has agreed to a specific time and day to be contacted.

Live clients, transferred directly to you, that have shown an interest in purchasing life insurance.

### Digital

Digital leads are created when a potential client requests a quote, via a landing page, on a life insurance product. They can originate from a search engine, Google ad, or social media ad. Prices vary based on how the lead is derived.

**Final Expense**

50 mile radius \$23  
 Full State \$18

**Term Life**

50 mile radius \$27  
 Full State \$22

**Final Expense (Spanish)**

50 mile radius \$28  
 Full State \$22

**Term Life (Spanish)**

50 mile radius \$33  
 Full State \$27

### HIGH INTENT

The Cadillac of Leads. Curated for source, conversion rate, fulfillment, and overall quality.

**Final Expense**

Real-Time Social Media \$15  
 Call-Back \$15  
 WarmTransfer \$35

**Term Life**

Call-Back \$42  
 Digital Lead \$65

**IUL/Annuity**

Call-back \$42  
 Term \$42  
 Zoom Appointment \$55

**Annuity Digital Lead \$200**