

## MORTGAGE PROTECTION LEADS

		DIRECT MAIL	IVR
<b>A</b>	A brand new lead (Direct Mail & Completed IVR)	<b>\$48 - \$68</b>	<b>\$39</b>
<b>DA</b>	An "A" lead that was not purchased within 60 days becomes a discounted "A" lead	<b>\$20</b>	
<b>B</b>	A "DA" lead that was not purchased within 60 days becomes a "B" lead OR A purchased "A" or "DA" lead that has not made a sale after 45 days becomes a "B" lead	<b>\$6</b>	
<b>C</b>	A "B" lead that was not purchased within 60 days becomes a "C" lead OR A purchased "B" lead that has not made a sale after 45 days becomes a "C" lead	<b>\$2</b>	
<b>D</b>	A "C" lead that was not purchased within 60 days becomes a "D" lead OR A purchased "C" lead that has not made a sale after 45 days becomes a "D" lead	<b>50¢</b>	

## FINAL EXPENSE LEADS

<b>A</b>	A brand new lead	<b>\$30</b>
<b>B</b>	A purchased "A" lead that has not made a sale after 45 days becomes a "B" lead	<b>\$5</b>
<b>C</b>	A purchased "B" lead that has not made a sale after 45 days becomes a "C" lead	<b>\$2</b>

## ADDITIONAL LEAD OPTIONS

<b>INTERNET</b>	A life lead generated using the Google Search Engine	<b>&lt; 30 DAYS = \$8 &gt; 30 DAYS = \$4</b>
<b>IPL</b>	An Incomplete IVR Phone lead	<b>\$3</b>
<b>Z</b>	Door Knocker lead	<b>10¢</b>

## MORTGAGE PROTECTION LEADS

BASED ON AGENT LEVEL / PRICES CORRESPOND WITH "A" LEADS

<b>ER1</b>	<b>ER2</b>	<b>SM</b>	<b>SSM</b>
\$48	\$50	\$52	\$54

<b>DM</b>	<b>RM</b>	<b>NM</b>	<b>EM</b>
\$56	\$58	\$60	\$62

<b>RMD</b>	<b>NMD</b>	<b>EMD</b>
\$64	\$66	\$68

## ADDITIONAL MORTGAGE PROTECTION LEADS

<b>IVR</b>	<b>DA</b>	<b>B</b>
\$39	\$20	\$6

<b>C</b>	<b>D</b>
\$2	50¢

## FINAL EXPENSE LEADS

<b>A</b>	<b>B</b>	<b>C</b>
\$30	\$5	\$2

## ADDITIONAL LEAD OPTIONS

<b>INTERNET</b>	<b>IPL</b>	<b>Z</b>
<30 = \$8 >30 = \$4	\$3	10¢