



Frequently Asked Questions about the Direct Mail Lead Program

- **Is this a Cost Per Lead (CPL) or Cost Per Mail (CPM) program?**

We charge on a Cost Per Mail basis.

- **What is the typical response rate?**

Mortgage response rates vary significantly by county. For example, counties in Florida may produce at less than .05% while counties in Hawaii may produce at 4%. The national average is around 1%.

- **Describe what you do to ensure I'm getting the best possible response rate**

We constantly analyze response rates and test the mailers and envelopes to try and boost response rates. We also run model data to determine what audiences respond better than others. In addition, we keep a Do Not Mail list and suppress that data from every order. All of these extra steps work in tandem to improve response rates. Mailing consistently will allow us to analyze your responders and non-responders to get the best possible future response rates. This is not a spray and pray operation. We work hard to give you the best response rates because we want a long-term partnership versus a transactional relationship.

- **What is my commitment to the program?**

While there are no contracts for the lead program, we ask that you make a 4-week commitment to the counties you select. Those counties will not be mailed for any other Life Professionals IMO. If you stop mailing your selected counties for more than 3 consecutive weeks, those counties are considered available to other Life Professionals IMO's.

Payment is due when your Lead Order is confirmed. We will automatically charge your credit card on file for each order, unless other arrangements have been made.

- **What are my payment options?**

You are responsible for entering your credit card for payment at the time of your order, however, we do not charge your credit card until we have a final mail count for the week. Life Professionals accepts MasterCard, VISA, Discover and AMEX. Our system can also accommodate auto billing on your credit card for recurring orders.

- **How long until I receive lead responses?**

Weekly mailings occur on Wednesdays and cover the previous Wednesday through Tuesday orders. It typically takes 2-3 weeks after the mail date for the lead responses to begin to return. Mailings are considered mature at 6-8 weeks, however, leads may trickle in beyond that time. Continuous weekly mailings works best to maintain lead flow.

- **How and when are leads delivered?**

Leads are scanned daily and placed in your Lead Management System portal. You may use the portal as a CRM to manage your leads or you may export a CSV file of the lead data, or a PDF of the lead image.

- **Do you have a lead management system?**

Yes, we have a custom built Lead Management System that allows you to access your leads, prints, export, enhance your database and update your activity with your leads. Use of the LMS is free with your Life Professionals lead program. A LMS Guide is available to help you learn how to navigate and learn the system.

- **Are the leads exclusive?**

Leads are produced exclusively for the client for whom the data is mailed. Leads are not resold and are exclusive property of the client. You will receive all leads generated for your specific mailing. You may choose to resell or distribute them within your group, but they are exclusive to the ordering party.

- **What is the cost of mailers per thousand pieces?**

Life Professionals is subsidizing the lead cost so agents can mail at a deeply discounted rate. **Final Expense Direct Mail Pricing for Life Professionals producers is \$380 per Thousand.**

- **What does the lead card look like?**

We have a standard lead card that we think produces the best response. A copy appears below. We change the look of the mailer frequently to try to get a lift, but the basic language typically remains the same.

2019 BENEFIT INFORMATION FOR INDIANA RESIDENTS

You may qualify for a state-regulated program to pay for your final expenses.

It is important to know how to qualify for this benefit available to you. This life insurance benefit will pay for 100% of all your funeral and final expenses, up to \$35,000. This payment is tax-free for INDIANA residents.

You are entitled to receive no-cost information as a resident of INDIANA. IMPORTANT - Complete and return this postage-paid card within 5 days!

Name _____
Home Address _____
(street address, no PO boxes, please)
Phone (____) _____
Age _____ Spouse's Age _____
Spouse's Name _____

Not affiliated with or endorsed by any government agency.

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- **Can agencies work directly with the lead provider?**

All lead orders are to be submitted to Life Professionals for processing. As leads become available for use, they will be sent directly to the ordering agent or IMO.

- **How long does it take to get started?**

Once you are properly contracted, we can drop the first mailing 5-7 days from getting your initial order. For additional/repeat orders, mail is dropped within 3-5 days.

- **Can recurring orders be set up?**

Yes. Recurring orders are set up in writing, indicating the geo bank/territories for the order, the priority order of the territory, the quantity of leads needed, and the duration of the mailings. You can indicate whether or not your order is a recurring or one-time order on the order form.

- **Do I order a mail quantity, or do I request a quantity of leads?**

Orders are based on mail quantity (per thousand pieces)

- **How are orders tracked?**

Each mailing will have a unique project number. Project numbers represent each unique envelope, card, agency and agent. We provide a weekly rolling drop report showing the project number, territory, drop quantity, weeks mature, and leads delivered to date.

- **What demographics are used for ordering mail?**

You may choose the age and income group to mail from the models below:

- Option A - Age: 50-83 Income: \$ 0 - \$50,000
- Option B - Age: 50-83 Income: \$15,000 - \$50,000
- Option C - Age: 55-83 Income: \$ 0 - \$50,000
- Option D - Age: 55-83 Income: \$15,000 - \$50,000

- **How do I indicate my geography on an order?**

Typically, you should order by county. You can order by county and exclude particular zip codes. Or you can order by zip code if you choose.

More questions?

Please contact the person who told you about this program, visit LifeProLeads.com or contact Life Professionals at:

Leads@LifeProfessionals.com

1-888-574-9088