

Lead Vendor Sheet

Prior to starting a lead order ask your upline to help you set up a plan for success

Within FFL's ILC

1. Cherry Pick Leads (found on the ILC)-- Final expense and mortgage protection
 - Descriptions for each type of lead are on the ILC.
 - Internet leads range from INSTANT (\$11 Instant Leads) to 3-6 months old. Cost ranges from \$3 to \$11 a lead.
 - Mailer leads (center column) range from \$1 to \$9 and have been sold once to an FFL agent. The agent didn't record a sale from the lead.
 - Social Media leads (right column) are instant and aged leads from facebook and youtube.
 - On the ILC, click the "leads" drop-down, go to "Order Lead" and then select any Cherry Pick Leads option. Search by state & county.
 - You will need to add your credit card to the ILC to be able to purchase
 - Be sure to check for discounts going on for ILC Leads
2. MailPro - FEX mailers
 - Direct mail: \$31+/lead. Lock out any county to receive exclusive leads.
 - Takes 3-4 weeks to start receiving
 - Contact your upline for help
3. MailPro – Mortgage Protection BPL mailers
 - No deposit. \$53+/lead. Billed daily as leads come in.
 - 3-4 weeks to start receiving
 - Contact your upline for help
4. LeadCo Mailers - MP mailers
 - Prepay for leads. Initial deposit between \$1100-\$1200. On average, it's about \$60/lead depending on the county
 - Contact **Cheryl Davis** at 918-712-2013 or email her at cheryl@leadcoleads.com
5. LeadCo Mailers - Senior MP mailers
 - MP leads for people age 70+. Prepay for leads. Initial deposit between \$90-\$100. On average, it's about \$9/lead depending on the county.
 - Contact **Cheryl Davis** at 918-712-2013 or email her at cheryl@leadcoleads.com
6. ARM Leads – RETRO
 - 1-4 yr. old mortgage date. \$430 per 1,000 mail outs
 - 3-4 weeks to start receiving. Leads are dropped in your ILC.
 - Contact: Sasha 860.317.1335 option 4 or leads@familyfirstlife.com
7. ARM Leads – FEX
 - Exclusive & New. \$375 per 1,000 mail outs

- 3-4 weeks to start receiving. Leads are dropped in your ILC.
 - Contact: Sasha 860.317.1335 option 4 or leads@familyfirstlife.com
8. ARM Leads - First Class Weekly
- Less than a week old data on new homeowners. \$675 per 1,000 mail outs
 - 3 weeks to start receiving. Leads are dropped in your ILC.
 - Contact: Sasha 860.317.1335 option 4 or leads@familyfirstlife.com

Outside of FFL

1. Facebook Final Expense lead Vendors
 - LEAD GURUS <https://www.getinsuranceleads.io/>
 - LEADRILLA <https://leadrilla.com/>
 - TTC LEADS <https://ttcleads.com/>
 - HAPPY LEADS <https://www.happyagentleads.com/>
 - GAMETIME LEADS (MY FAVORITE) <https://www.gametimeleads.com/>
2. Live Transfer companies
 - Secure Agent Marketing <https://secureagentmarketing.com/>
 - Datalot <https://www.datalot.com/insurance-pay-per-call-tool.html>