

Level Up Leads

Mortgage Protection

Level Up Leads are generated from multiple digital platforms. Prospects are educated about Mortgage Protection and are expecting to be contacted by a licensed insurance professional.

DEFINITION

Level Up Leads are high-intent digital leads generated from various social media platforms and websites. Our Mortgage Protection leads are educated about living benefits. These leads result in the sale of term life, whole life and IUL policy sales. All leads are TCPA compliant.

VALUE PROPOSITION

Level Up generates leads using videos and images. We show agents an example of the video ads that are used to generate leads. Our pricing is not dependent on your contract level.

POINTS & PRICING

Lite	Deluxe	Premium
0.75 Point	1.5 Points	3 Points
\$26.25/Lead	\$52.50/Lead	\$105/Lead
3+ Answers	5+ Answers	10+ Answers

VALUE-BASED PRICING CONSIDERATIONS

Data-Based projections based on the purchase of 10 leads

Average APV: \$1,200

Average Days to App: 7

On average, top agents see as high as a 5.6x multiple on investment.

To achieve similar success, please refer to Agent Profile below

	Typical Agent	Top Agent (1.7x)
Total Average Submit	\$3,365	\$5,141
Average Net Placed	\$1,934	\$3,095
Average Commission (85)	\$1,838	\$2,940
Multiple Investment on Leads	3.5x	5.6x
Avg # Apps Written in Week 2	2.8	4.3

The chart above is based on average close ratios (*including referrals*) for experienced agents who submitted 80% of the total apps on this lead type of the previous six months – Adjusted for the higher proportionate close rates for our top 10% of closers, for this lead type, measured over the prior six months.

CONSUMER PROFILE

- Ages 30+
- Homeowners
- Actively researching & shopping for life insurance

AGENT PROFILE

- Coachable
- Tech-Savvy
- Licensed in 5+ states
- Previous telesales experience