



FEB \$200/\$100 Lead Co-op Program Details

1. Final Expense Brokerage (FEB), will pay \$200 towards a 1000 piece lead mailer or 20—28 telemarketed leads (depending on lead source chosen), for each \$1,500 of net annualized life premium written with : Accendo, American Amicable, GPM Life, Royal Neighbors of America or United of Omaha.
2. FEB will continue to pay \$200 in Lead Co-op for each additional \$1,500 of net annualized life premium written with these companies.
3. Our agency pays \$200 of your lead costs because we are committed to agents that are disciplined to investing money into their business. We want to help you succeed in writing quality business with our five \$200 Lead Co-op Companies.
4. There is no reduction in commissions to you even though our agency is investing \$200 into your lead orders. Our agents write large volumes of highly persistent business because they have a very low cost lead source.
5. For \$1,500 of business written with our other companies, we will pay \$100 of your lead costs and the same rules apply.
6. You can get started right away as long as you are appointed with at least two companies through FEB. If you are appointed with Accendo, American Amicable, GPM Life, Royal Neighbors of America or United of Omaha we will pay \$200 of your lead costs. And if you are appointed with 2 of our other companies we'll pay \$100.
7. Direct mail leads will definitely average a higher Persistency! All of our carriers require that you average a strong persistency and they monitor it regularly at 3 months, 7 months 1 and 2 years.
8. If you start with direct mail leads, you should start receiving leads to work within three weeks.
9. Your direct mail territory is protected for the next 60 days after your territory has been mailed.
10. If you start working telemarketer leads, you should start having leads ready to work in 7-14 business days.
11. As a Final Expense Brokerage Agent, however you choose to work leads, we strive to provide you with information assistance and an affordable way for you to get the leads you need to become a successful agent. We take pride in our agency and our agents who represent FEB.



For more information call:
Final Expense Brokerage at: 330-446-3133