



Final Expense Brokerage

Lead Co-op Program

TELEMARKETED	Quantity of Leads	Standard Cost	Your cost \$100 Co-op	Your cost \$200 Co-op
Leads X Pert	41 overseas	\$420	\$320	\$220
Worker Bee's	40 overseas	\$420	\$320	\$220
FESL	32 overseas	\$488	\$388	\$288
Top Caliber Leads	20 - 27 U.S.	\$432 - \$450	\$332 - \$350	\$232 - \$250
The Lead Jerk	33 overseas	\$462	\$362	\$262
DIRECT MAIL				
Insurance Marketing Hub	1000 cards	\$480	\$380	\$280
Main St. Power Mail	1000 cards	\$450 - \$462	\$350 - \$362	\$250 - \$262
Need A Lead	1000 cards	\$470 - \$500	\$370-\$400	\$270-\$300
	20 guaranteed	\$640 - \$800 - \$900	\$540 - \$700 - \$800	\$440 - \$600 - \$700

For the \$200 Lead Co-op you must issue \$1,500 of Life premium with:

Accendo, GPM, Liberty Bankers Life, Royal Neighbors of America or United of Omaha.

Qualifications: You must be appointed with at least 2 companies through FEB and submit proof of production of \$1,500 of issued net annual premium for each lead order. Vector and background checks must be clear and you must have agent writing numbers for each company before you can participate in the co-op program. Once the above criteria has been met, FEB will co-op towards you requested lead order.

Ordering Leads: Choose a lead company and type of lead you want, call the lead company and tell them you are a Final Expense Brokerage agent and have qualified for either the \$100/\$200 Lead Co-op Program. They will ask necessary questions regarding your lead order and require a credit card payment for your portion of the lead cost.

*** If you are participating in FEB's Lead Co-op Program or are on a high volume recruiting contract with subagents you are NOT eligible to participate in FEB's ongoing Monthly Bonus Program.**

**For Questions, call Final Expense Brokerage:
330-446-3133**

Or email: michelle@finalexpensebrokerage.com