

Final Expense Lead Balance Criteria

- 10% lead credit based on activated Annualized Premium
- In order to be eligible to use your lead credit, you must have a P1% of at least 70%
- Minimum of \$1,500 of annualized premium in a calendar month to receive credit
- Once an agent reaches \$1,500 AP the agent will be credited (updates every Monday)
- If an agent does not activate \$1,500 AP in a calendar month the agent will not receive any lead credit for that months production
- Production that is under \$1,500 AP for a month, will not roll over to be used in the next month
- Lead credit can be used to pay up to 50% of the total lead invoice
- Agent must pay at least 50% of total bill out of agent's pocket
- Lead credit can only be used with approved vendors
- If you have any questions please contact your direct manager or Tommy Overton at [501-470-6868](tel:501-470-6868)

SNL Lead Vendors

Lead Connections – Direct Mail

[\(888\)267-3165](tel:8882673165)

\$450/1,000 or \$30 per lead

<http://www.leadconnections.com>

Need A Lead – Direct Mail

[\(800\)253-1432](tel:8002531432)

\$450/1,000 or \$32-\$35 per lead

<http://www.needalead.com>

Lead Concepts – Direct Mail

[\(800\)283-0187](tel:8002830187)

\$435-\$495/1,000

<http://www.leadconcepts.com>
