



LEADS...
It's EASIER than Agents Think!

How You or Your Agents Could Earn An Additional \$100,000 A Year!

The example below shows how easy it is to increase your income by ordering only 2,000 leads per week. The second example is a formula you can complete yourself using your own appointment and closing rate, plus your average premium per sale.

If you order 2,000 leads per week: (x 50)	Annual	100,000
And you get an average 1.5% response rate:	X	.015
		1500
* And 40% of your leads become appointments:	X	.40
		600
* And 50% of your appointments become sales:	X	.50
		300
* And each sale is worth (avg.) \$42.00 per month AP:	X	\$42.00
		\$12,600
Annualized (x12)	X	12
		\$151,200
Less cost of Leads:		-46,000
Annual Net Income:		\$105,200

- 1) Decide how many leads you want to work per week.
- 2) Multiply that number by 50.
- 3) Fill in your average response rate.
- 4) Multiply these two numbers to get your annual number of leads.
- 5) Multiply that number by your appointment rate.
- 6) Convert your leads into sales.
- 7) Monthly value of each sale (use your own average).
- 8) Multiply this number by 12 to get your annual income.
- 9) Subtract your lead investment to get your NET annual income.

If I order _____ ① leads per week:	X 50 = Annual	_____ ②
And I get an average _____ ③ response rate:	X	_____ ③
		_____ ④
And _____% ⑤ of my leads become appointments:	X	_____ ⑤
		_____ ⑥
And _____% ⑥ of my appointments become sales:	X	_____ ⑥
		_____ ⑦
And each sale is worth \$ _____ ⑦ per month AP:	X	_____ ⑦
		_____ ⑧
Annualized (x12)	X	12
		_____ ⑧
Less cost of Leads:		⑨(\$ _____)
Annual Net Income:		\$ _____

* Numbers are for example purpose only.