



## Lead Program Overview

**Final Expense life insurance lead mailers are distributed based on the Producer's sales objectives, working with the Monumental Lead Team**

### Program details

- Monumental's company *sponsored & supported* direct mail program with discounted Final Expense Leads for only \$300 per 1,000 pieces mailed!
- A lead card designed for the Final Expense market which:
  - Explains how the government will not cover all funeral expenses.
  - Includes the word "Insurance".
  - Does not include an offer of free gifts or booklets.
- Number of mailers can vary to meet the income objective of the producer.
- Agent or General Agency pay for the mailers with their credit card, so there is NO commission reduction.
- Minimum net annualized placed premium (NAPP) for agents must exceed \$100 of NAPP per lead card returned.
- Assistance in setting up your demographic footprint:
  - Create territories by zip.
  - Select the age, sex, and income for your targeted market.
  - Choose mailing dates to fit your schedule.
- Lead card responses are posted to the website daily – so they are fresh!
- Immediate access to returned response cards via website.
- Lead card PDF's available online so you work current leads anytime night or day.
- Leads remain on the website for 45 days.
- Marketing Support:
  - For Pending Business.
  - Providing rate quotes.
  - Training and navigating on the website.