

# Career Agent Lead Menu

Security National

Family of Life Companies



Lead Source	Description	Cost	Lead Availability	How Agent Gets Leads	How To Work	Learn More
Direct Mail Instant Lead "A"	Bulk mail drops that target specific areas. Return leads assigned by managers for purchase by Career Agent. Purchase window is 4 days.	\$40	4-6 weeks after order is placed by SNL Manager. Notification is sent to agent when lead is assigned and ready for purchase.	Purchased through Agent Portal cart. Retrieved in LeadHub. Agent has 30 days after purchase to update/disposition the lead or it's reprocessed.	Door-Knocking	
PN Paid-Up Lead "A"	Preneed paid-up policy holders are mailed a letter (monthly). Returns/leads available for purchase by all agents based on region. Purchase window indefinite until lead is purchased.	\$30	Immediate. Notifications are sent to all Career Agents within the region that a lead is available.	Purchased through Agent Portal cart. Retrieved in LeadHub. Agent has 30 days after purchase to update/disposition the lead or it's reprocessed.	Door-Knocking	
C&J Lead "A"	All C&J leads (beneficiaries) mailed a letter (monthly). Returns/leads available for purchase by all agents based on region. Purchase window indefinite until lead is purchased.	\$40	Immediate. Notifications are sent to all Career Agents within the region that a lead is available.	Purchased through Agent Portal cart. Retrieved in LeadHub. Agent has 30 days after purchase to update/disposition the lead or it's reprocessed.	Door-Knocking	
Customer Service Rep Lead (CSR Lead)	Families that have contacted SNL's Home Office with questions about existing policies and requested to be contacted by a SNL agent for coverage.	\$30	Immediate. Notifications are sent to all Career Agents within the region that a lead is available.	Purchased through Agent Portal cart. Retrieved in LeadHub.	Door-Knocking or Telesales if Address is N/A	
Auto Issue Lead	Lead auto loaded to original agent's LeadHub to sell policy up to \$3,000 without underwriting. Only policies in force, on books for 2 years, and EFT.	N/C	Seasonal. Notification sent to agent that a lead is available.	Retrieved in LeadHub.	Door-Knocking or Telesales	

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Orphaned Auto Issue	Original writing agent is terminated or vested; leads are pushed to Lead Store based on region. Notification to all career agents within the region saying "Auto-Issue Leads available in your area!"	\$2	Seasonal. Notifications are sent to all Career Agents within the region that a lead is available.	Purchased through Agent Portal cart. Retrieved in LeadHub.	Door-Knocking or Telesales	
Digital Lead	Google generated. Area should contain a population of approx. 150,00 people.	\$11 min. order 40	3-5 day turnaround depending on location.	Purchased through Agent Portal cart. Retrieved in LeadHub.	Door-Knocking or Telesales	
Facebook Lead	Statewide or specific zip codes, cities, or counties they wish to target the ad.	\$20 min. order 10	3-5 day turnaround depending on location. Notification sent to agent when a lead is generated.	Purchased through Agent Portal cart. Retrieved in LeadHub.	Door-Knocking or Telesales	
DAU-Live Transfers	Live transfer telesales, direct call lead transferred to agent.	\$32 min. order 15	Immediate. Order requires at minimum 5 states for calls to be delivered to agent.	Purchased through Agent Portal cart. Direct transfer to agent phone number of choice.	Telesales	
Lead Concepts	Bulk mail drops that target specific areas. Lead orders are fulfilled according to zip code.	\$525 per 1,000	4 week wait/Direct Mail. Notification sent to agent when a lead is generated.	Through Agent Portal cart for purchase. Retrieved in LeadHub.	Door-Knocking	
Door Hangers	Printed advertising piece that can be left for mail return at a prospect's home.	\$0.15 per unit	3-7 business days to receive door hangers from SNL	Through Agent Portal cart for purchase. Door hanger return (lead) available in LeadHub.	Door-Knocking	

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RGI	Bulk mail drops that target specific areas. Lead orders are filled according to zip code.	\$410 per 1,000	4 week wait/Direct Mail. Notification sent to agent when a lead is generated..	Purchased through Agent Portal cart. Retrieved in LeadHub.	Door-Knocking	
The Lead Jerk	Telemarketing lead generation.	\$12-\$15 per lead	Agent orders direct with vendor. Immediate.	Returned direct to agent to work lead.	Telesales	
Lead Connection	Bulk mail drops that target specific areas. Lead orders are fulfilled according to zip code.	\$490 per 1,000	Agent orders direct with vendor. 4 week wait/Direct Mail	Returned direct to agent to work lead.	Door-Knocking	
Need A Lead	Bulk mail drops that target specific areas. Lead orders are filled according to zip code.	\$32-\$40 per lead	Agent orders direct with vendor. 4 week wait/Direct Mail.	Returned direct to agent to work lead.	Door-Knocking	