



Find, customize, purchase, and work your leads all in one place-LeadHub. Whether you need leads immediately or want to customize your lead order we have you covered with a variety of choices and options to purchase leads.

Instant Leads

Security National offers a variety of instant lead options. These leads are available for immediate purchase and will instantly be available in LeadHub.

Lead Source	Cost	Lead Availability	How To Work
CANA Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Lead Concepts Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
RGI Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Lead Connections Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Paid-Up	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Customer Service Rep Lead (CSR)	No Cost	Immediate	Door-Knocking or Telesales
Digital/Google/SEO Leads	A=\$11 B=\$9 C=\$7 D=\$5	Immediate	Door-Knocking or Telesales
Facebook Lead (English & Spanish)	A=\$20 B=\$10 C=\$7 D=\$5	Immediate	Door-Knocking or Telesales
Lead Concepts	A= \$40 B= \$15 C= \$10 D= \$5	Immediate	Door-Knocking
Instant Mailer B	A= \$20 B= \$15 C= \$10 D= \$5	Immediate	Door-Knocking

Lead Menu- Need to Know

Tiered Leads are based on age - Price varies by lead source.

Agents are notified of lead availability via email daily.

A Leads = 1-30 days old **B Leads** = 31-60 days old

C Leads = 61-90 days old **D Leads** = 91+ days old

Campaign Leads

Security National offers a variety of lead campaign options through our lead partners. These leads are ordered per lead or by mail sent and trigger a new mail or digital campaign based on your requested parameters. Leads will be added to your LeadHub as responses are received.

Lead Source	Cost	Order Minimum	Lead Availability	How To Work
Digital/ Google/SEO Leads	\$11 per lead	40 leads	3-5 business days after campaign start date. Notification sent to agent when lead is generated.	Door-Knocking or Telesales
Live Transfers	\$35 per call	10 calls	Retrieve calls in Retriever. Lead data funneled into LeadHub.	Telesales
Lead Concepts	\$570 per 1,000	1,000 leads	4 week wait/Direct Mail. Notification sent to agent when a lead is generated.	Door-Knocking
RGI	\$500 per 1,000	1,000 leads	4 week wait/Direct Mail. Notification sent to agent when a lead is generated.	Door-Knocking
Facebook (English & Spanish) Lead	\$22 per lead	40 leads	3-5 business days after campaign start date. Notification sent to agent when lead is generated.	Door-Knocking or Telesales
NAL	\$530 per 1,000	1,000 leads	4 week wait. Direct mail notification sent to agent where a lead is generated.	Door-Knocking

Other Leads

Lead Source	Cost	Lead Availability	How To Work
Door Hangers	\$0.15 per unit	3-7 business days to receive door hangers from SNL.	Door-Knocking

Purchase Options:



The **Lead Credit** program provides a way to reduce your out of pocket expense for leads by up to 50%. Lead Credit accrues through your activated policies. Any policy you write and collect the first month's premium earns you 10% of the policy's annual premium in Lead Credit. The more policies you activate, the more lead credit you earn. Find your available Lead Credit balance in your LeadHub Dashboard in Agent Portal.

You can use Lead Credit to purchase both Instant and Campaign Leads. To use Lead Credit, add the desired leads to your cart, apply Lead Credit – up to 50% of the total price – on the checkout page, and continue to payment. *You must have a PI of at least 70%.



Lead Loan is a line of credit, up to \$1,000 to cover the cost of leads with no out-of-pocket expense. For more information, reach out to your manager.

Do have a question? Need some help?

Call 855 - 765 - 4765 option 4



Direct Mail

How is this lead generated?

Prospect receives postcard or informational brochure/survey based on demographics (50-75, income 0-50k) in the mail. Prospect fills out their information by hand, then sends it back requesting more information.

Shelf Life: Longest shelf life. Weeks, months, even a year.

Lead Tips:

- Order by zipcode or county.
- Door knock these leads, put a route together.
- Canvas the neighborhood for other possible prospects.
- When door knocking have their card in your hand to remind them of their interest.
- Leads are generated about 4 weeks after the campaign is dropped.



Door Hangers

How is this lead generated?

Prospect receives postcard or informational door hanger left by the agent on their front door. Prospect fills out their information by hand, then sends it back requesting more information.

Shelf Life: Indefinite

Lead Tips:

- While you are in the area to door knock a digital/direct mail lead, place door hangers on the surrounding houses.
- Get to your appointment an hour early and place them before your appointment.



Live Transfer Calls

How is this lead generated?

Vendor sources leads to call from internet lead forms based on keyword search. They contact the prospect, see if they're interested and vet them by asking a few qualifying questions. If they are, they transfer the call to you.

Shelf Life: Your chances of making the sale decrease after the phone call ends.

Lead Tips:

- Best lead source for telesales.
- You can choose when to receive calls by logging into a call platform.
- You have a 2 minute buffer before you are charged for the call.
- All qualified prospects transferred to you.
- Must be licensed in multiple (at least 10) states to receive volume of calls.
- Be prepared with a script; have structure to your call.



Leads Generated Online

Facebook

How is this lead generated?

Prospect sees ad while they are scrolling Facebook. The lead is generated when the prospect fills out the form associated with ad. Prospect is target based on geography and certain demographic ranges allowed by Facebook.

Shelf Life: Be ready to get in touch immediately. These leads are most successful when contact immediately after form fill.

Lead Tips:

- Leads start coming in about 48 hours after campaign is placed.
- Great for telesales or field sales.

Telesales: Order by state and you will have a steady flow of people to call.

Field sales: Order by zipcode if you can, if not by county. The smaller the area your request, the longer it will take to fill your pipeline.



Leads Generated Online

SEO

How is this lead generated?

Prospect sees ad through their internet search results on Google. The lead is generated when the prospect fills out the form associated with the ad. These prospects are actively looking for coverage and have high intent to purchase.

Shelf Life: Be ready to get in touch immediately. These leads are most successful when contacted immediately after form fill.

Lead Tips:

- You are sent their name, phone, address, age, DOB, height and weight.
- You can use this info to verify they filled out the lead card (time of form submission).
- Once order is placed leads start coming within about 24 hours.
- Can order by city if there are over 300,00 people in the area, otherwise order by county.
- Best success comes from seeing them face-to-face. Work it like mailer. They are wary of solicitation phone calls.
- Look at bottom of email to see when they submitted the request. Show up at their door around that time.