

# Welcome to National General Leads!

## ***About us***

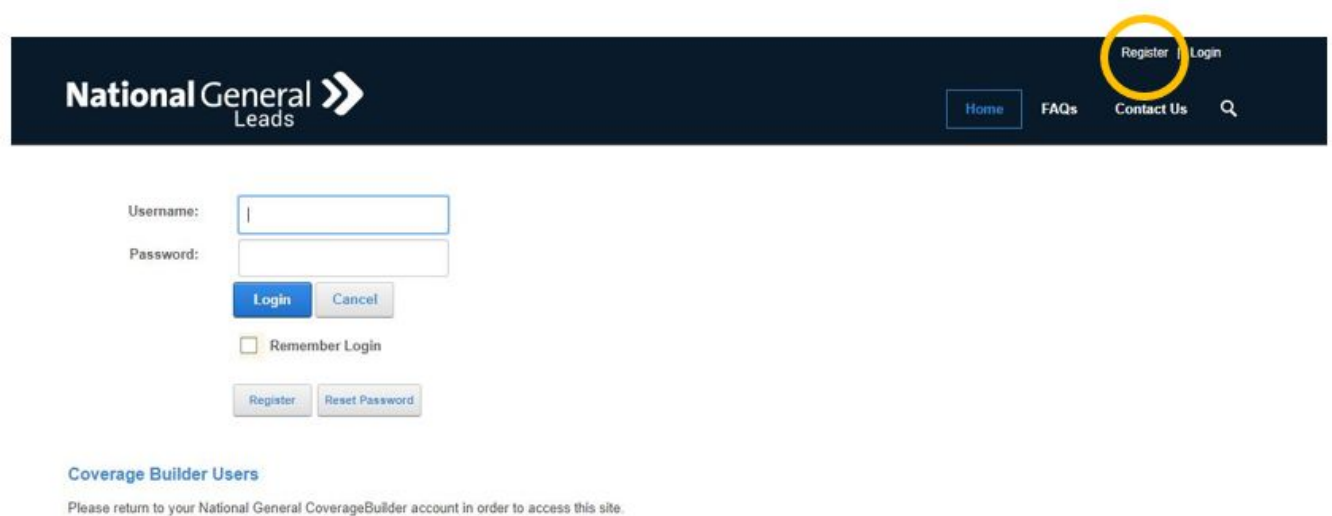
National General has lead options for every agent. If you're an independent agent working from home or a sizable call center, we can help connect you with clients associated with your line of business.

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# Create an Account

## Register as a new user

- Navigate to [www.NatGenLeads.com](http://www.NatGenLeads.com) and click on the “Register” button in the top right corner of the page.
- Create a username and password to access your account.
  - Provide your email address for data lead delivery.
  - Your display name is how you will be represented on your account.
- Email me (Paige Romero) at [leads@natgenleads.com](mailto:leads@natgenleads.com) letting me know you're with Peek Performance. I'm happy to provide assistance with setting up your account as well as adding funds.

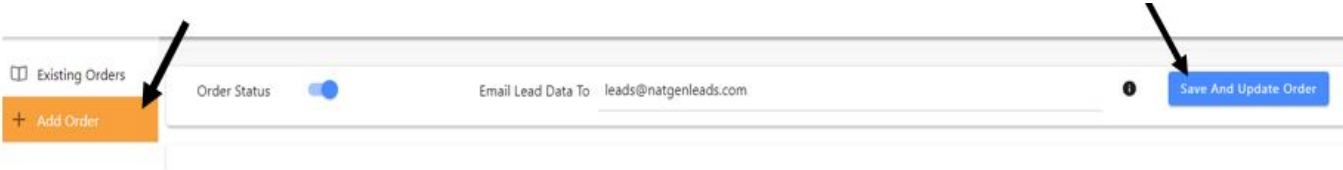


The screenshot shows the top navigation bar of the National General Leads website. The logo "National General Leads" is on the left. On the right, there are links for "Home", "FAQs", "Contact Us", and a search icon. The "Register" and "Login" buttons are circled in yellow. Below the navigation bar is a registration and login form. The form includes fields for "Username:" and "Password:". Below these fields are buttons for "Login" (in blue) and "Cancel". There is a checkbox labeled "Remember Login". At the bottom of the form are buttons for "Register" and "Reset Password". Below the form, there is a section titled "Coverage Builder Users" with the text: "Please return to your National General CoverageBuilder account in order to access this site."

# Getting Started

## Creating an order

- On the right hand side of the screen, select “+Add Order”
- Input the desired email address you’d like lead info to be sent to (be sure to save and update the order)

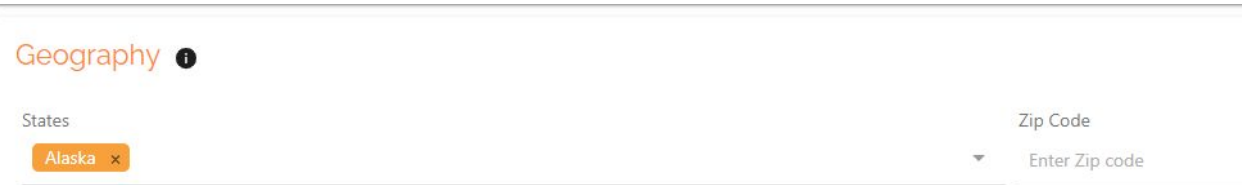


Become familiar with the type of leads available

- Health Insurance Leads = Data driven/Web captured
- Health Insurance Calls = Live leads transferred to your phone

## Lead filters

- **GEOGRAPHY** provides selection of states and/or zip codes.
  - Click the drop down arrow in the “States” column to select the states you’re licensed in. Changes will save automatically.



\* I do not recommend adding only zip codes. This may cause little-to-no lead delivery. States are always best.\*

- **PRIMARY APPLICANT AGE** allows you to define target age demographic.
- **OPERATIONAL HOURS** set your custom availability based on your schedule.
  - Under the header “Operational Hours” select which day(s) you’re available. On the right, select which time frames on those day(s) you’d like to receive leads.
  - Don’t forget to select the proper time zone.
  - Once you’ve finished creating your availability, be sure to select the “Add” button on the far right. Your completed schedule should drop down below.

#### Operational Hours ⓘ

Monday - Friday

All Day

08:00AM

04:00PM

Add

Eastern Standard Time

Daylight Saving

- **VOLUME** set hourly and daily lead caps to maximize your time spent with each prospect. Changes should save automatically.

#### Volume

Select Daily Lead Cap

2

Select Hourly Lead Cap

5

## Funding your account

- For the time being, please reach out to me (Paige Romero) to fund your account.

## Receiving leads

- Toggle the Account Status bar on to begin receiving leads.
- **Data Leads**
  - You will be notified via email when a lead is sent to you.
- **Calls**
  - Calls will be sent to the phone number listed in your call order.

Leads should be part of a multi-prong approach. Check out this link for some helpful tips: [Phone prospecting tips](#)

# Lead Source Information

Prices for health leads: \$4.75 - \$20

Prices for live transfers: \$40 - \$45

Prices for medicare leads: \$6 - \$20

## Next Gen Leads

Maximize your sales with high-quality leads that actually convert. Each lead is 100% internally generated and sent in real-time. With a variety of filters available for each lead, you can target your most qualified prospect.

## Healthcare.com

HealthCare.com is a privately-owned company whose mission is to help consumers make better healthcare decisions. We're a team of 125 people located in NYC, Miami, Indianapolis and Guatemala City. We're an online healthcare company focused on improving how you shop for and enroll in health insurance coverage. Our mission is to empower individuals, families and small businesses by providing information and recommendations. We want you to make better decisions about managing your healthcare.

## Excel Impact

We don't consider ourselves a lead generator but more of a boutique marketing firm with deep roots in the senior demographic (Final Expense, Medicare, Health). We drive high intent consumers, mainly SEM, to our landing pages in real time via our owned and operated premium domains (Medigap.com, BurialInsurance.com, HealthPlanRate.com) and receive

disposition reports back daily allowing for continuous optimization. With the combined knowledge we have in the online marketing/advertising space, technology development, as well as formerly operating a national insurance brokerage, we have great insight into generating insurance leads of all types and we understand what insurance companies, agencies, and call-centers need to grow their businesses.”

### Benepath

Benepath leads are self generated and exclusive, using our owned and operated sites. We focus on creating a one to one relationship between the consumer and the agent that allows for a successful experience for all involved.

### Optimize.ad

We build the best systems for generating and distributing targeted customers to licensed insurance agents or financial professionals.

### Apollo

Apollo Interactive has been in the lead generation business for over 15 years helping agents grow their business with reliable and high-quality leads. Apollo strategically targets consumers that are either preparing or ready to buy with the right agent that can provide them with the products that they need.



## All Web Leads

Unlike traditional marketing techniques, AWL has developed a proprietary platform based on a highly data driven "closed-loop" architecture in order to optimize performance and add value across the entire consumer buying workflow -- from initial search to successful policy binding. Our Customer Acquisition Marketing platform is able to bring agents together with high-intent, qualified consumers that are actively searching for the insurance products you sell!

## MediaAlpha

Media Alpha for Advertisers is a completely transparent, real-time programmatic platform. Our technology offers a multitude of options, some of which include right-pricing media by source, schedule, & demographics. MediaAlpha also has the capability to import conversion data to streamline the optimization process. We offer robust reporting features, all reports can be exported, emailed, downloaded and set to a specific schedule. MediaAlpha has one of the largest shares in overall volume in the marketplace.

## Quote Wizard

Since 2006, QuoteWizard by Lending Tree has been a leader in online lead generation. We specialize in search advertising (Google, Yahoo, Bing, etc.), generating high-quality leads so that agents can focus on writing business.

# Frequently Asked Questions

## *Why am I not getting any leads?*

- First, check your settings to ensure they are set appropriately and that all sections are completed.
- Lead flow varies based on your geo settings, availability, etc.
- If you're still not receiving leads and feel there's an issue, please reach out to me (Paige Romero) at [leads@natgenleads.com](mailto:leads@natgenleads.com)

## *What is considered a bad lead?*

- Errant or false information such as a disconnected or wrong phone number.

## *How do I return a bad lead for a refund?*

- All refund requests must be sent to [leads@natgenleads.com](mailto:leads@natgenleads.com). When submitting, please attach the following:
  - Name on the lead
  - Lead Phone # (or lack thereof)
  - Lead Source
  - Date Received
  - Reason for refund

*Once submitted, please allow 24 - 48hrs to validate/process the request.*

*Who do I contact for questions?*

- [leads@natgenleads.com](mailto:leads@natgenleads.com)

# Helpful Suggestions

## Establish a rapport with the client

This allows the consumer to open up and trust you as their agent. We have no idea how many times this person has been contacted by other agents. If you're upbeat, energetic and informative, consumers may be more inclined to work with you than someone else.

## Focus on their needs/wants as opposed to your own.

- Not every call will convert into a sale on the first-touch.
- When you show the consumer you are focused on helping them and their needs, they are more inclined to want to work with you.

*We look forward to working with you!*

Paige Romero

Portland, OR

Marketing Coordinator

leads@natgenleads.com

**National General**   
Leads