



Final Expense Brokerage

Why Should I Get Appointed With Liberty Bankers Life, Royal Neighbors of America & United of Omaha Through Final Expense Brokerage?

1. Final Expense Brokerage (FEB), **will pay \$200 towards** a 1000 piece lead mailer or 25 (37 if you use Lead America) telemarketed leads, for each \$1,500 of net annualized premium. The issued premium must be with either Royal Neighbors, Liberty Bankers Life Or United of Omaha. **FEB will continue to pay \$200 in Lead co-op** for each additional \$1,500 of Net Annualized Premium.
2. Your direct mail territory is protected for the next 60 days after your territory has been mailed.
3. There is no reduction in commissions to you even though **FEB is investing \$200 into your lead orders**. Our agents write large volumes of highly persistent business because they have a very low cost lead source. FEB is successful only if you are successful! We have a vested interest in you and our commitment to you mirrors your commitment to us.
4. Are your leads fresh? Yes, our leads aren't recycled and they're not B or C leads. Your leads go directly to you from the vendor or the vendor website. You own the leads and the leads aren't resold.
5. Why does FEB pay \$200 of your lead costs? Because we are committed to agents that are disciplined to investing money into their business. We want you to write a ton of business with Royal Neighbors, Liberty Bankers & United of Omaha through FEB!!!
6. Does FEB pay \$200 of your lead costs when you issue \$1,500 of premium with our other companies? No, BUT we do pay \$100 of your lead costs and the same rules apply.
7. Can I get started right away? Yes, if your appointed with at least three companies through FEB. If you're appointed with either Royal Neighbors or United of Omaha **we will pay \$200** of your lead order. If you're not appointed with RNA, Liberty Bankers or United of Omaha, but are appointed with at least three of our other companies, FEB will pay \$100 of your lead order.
8. How long does it take before I can start working direct mail leads if I order my leads today? Within 3 weeks, you should start receiving direct mail leads to work.
9. How long does it take before I can start Working telemarketer leads? If you order telemarketed leads today, you should start having leads ready to work in 4-6 business days.
10. What type of lead has the highest Persistency? Direct mail leads will definitely average a higher Persistency! Liberty Bankers, Royal Neighbors, United of Omaha and all of our other carriers require that you average a strong Persistency. They all monitor your 3 month, 7 month, 1 year and 2 year Persistency.

Please refer to our co-op lead program guidelines for more details which include the names of the lead companies that we partner with.

FEB's \$200 Lead Co-op will jump start your business & keep you with affordable Leads.

If you have any questions, please contact Evie or Michelle at:

Final Expense Brokerage: 330-433-1823.

Or email: Evie@finalexpense.us.com or Michelle@finalexpense.us.com

