













MORTGAGE PROTECTION

LEAD LEVEL	LEAD PRICE	LEAD AGE
CI-A	\$29 (Levels 70-80), \$35 (Levels 85-95), \$45 (Levels 100-120)	0-10 Days 
DM-A	\$79 (All Levels)	0-45 Days 
CI-AA	\$13	11-25 Days 
CI-A1	\$6	0-21 Days 
B	\$8	26-49 Days  45 Days-9 Mos. 
C	\$3.50	50-75 Days  22-75 Days  10-18 Mos. 
D	\$1	76-89 Days  76-89 Days  10-18 Mos. 



What is a Call-In Lead?

A lead generated when a potential customer calls in after receiving a notice regarding protecting their mortgage. This client completes the full 3-minute call answering all questions regarding health, smoking status, spouse, phone number, and verifies mortgage amount.



What is a Direct-Mail Lead?

A lead generated through mail campaigns where potential customers receive a physical mailer and respond by filling out and sending back a form, calling a number, or visiting a website. These leads can take longer to generate but tend to be high intent.



What is a A1-CI Lead?

A lead generated when a potential customer calls in after receiving a notice regarding protecting their mortgage. This client aborts the call at some point without completing all of the questions. Often, the client wants to speak to a representative and is not comfortable answering health questions on an IVR line.