

MORTGAGE PROTECTION LEADS

		DIRECT MAIL \$62	IVR \$41
A	A brand new lead (Direct Mail & Completed IVR)		
DA	An "A" lead that was not purchased within 60 days becomes a discounted "A" lead	\$20	
B	A "DA" lead that was not purchased within 60 days becomes a "B" lead OR A purchased "A" or "DA" lead that has not made a sale after 45 days becomes a "B" lead	\$6	
C	A "B" lead that was not purchased within 60 days becomes a "C" lead OR A purchased "B" lead that has not made a sale after 45 days becomes a "C" lead	\$2	
D	A "C" lead that was not purchased within 60 days becomes a "D" lead OR A purchased "C" lead that has not made a sale after 45 days becomes a "D" lead	50¢	

FINAL EXPENSE LEADS

A	A brand new lead	\$39
B	A purchased "A" lead that has not made a sale after 45 days becomes a "B" lead	\$5
C	A purchased "B" lead that has not made a sale after 45 days becomes a "C" lead	\$2

ADDITIONAL LEAD OPTIONS

INTERNET	A life lead generated using the Google Search Engine Inventory is updated once a day	< 30 DAYS = \$8 > 30 DAYS = \$4
INSTANT INTERNET	A life lead generated using the Google Search Engine Inventory is updated every 30 minutes	\$11
IPL	An Incomplete IVR Phone lead	\$3
Z	Door Knocker lead	10¢