

# ***Leads! Leads! Leads!!***

Provided by Brumett Agency, Inc. (BAI) dba *NewLife Marketing*

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## **How it works.** *Final Expense or Mortgage Protection.*

1. You pick the zip codes you want to work.  
Age: 40-85 or you decide.  
Income: \$15,000 to \$30,000. or you decide.  
Homeowners: Yes/No                      Amount of Loan: \$50,000 and up.
2. We will tell you how many fit the criteria and give you the total cost.

## **Ordering**

1. Agent signs agreement with BAI to order mailings.
2. You will pay BAI and/or agree to commission split.
3. BAI will purchase the mailing at negotiated price. \$350/1,000 or less.

## **Funding**

1. You reimburse BAI for the leads and receive 100% of each case submitted.
2. You pay BAI for half the lead cost and agree to split the cases 70/30% with BAI (#40038) with 70% to you until you have \$1,500 WP go paid per 1,000 mailed.

## **Processing Business: Options**

1. All leads will come to the Pine Bluff office. We will email or fax you the leads day received and then mail them to you.
2. All apps submitted will be sent through the Pine Bluff office for processing.
3. You will be the first agent listed on each case at the agreed % with BAI #40038 as second agent.

## **Future Leads:** \$350/1000 pieces down to \$275/5,000 pieces.

BAI will keep a record of your results.

Financing Schedule for **Option 2** agents contracted at **Level D** or below for up to 2,000 pieces mailed.

\$1,500 WP = You pay 50% and receive 100% of business.

\$2,400 WP = You pay 25% and receive 100% of business.

\$3,000 WP = Leads are ***Free and receive 100% of business.***

It is recommended you order a minimum of 2,000 pieces mailed every two weeks.

NLM050706

Working agreement between \_\_\_\_\_ (Agent) and  
**Brumett Agency Inc. (BAI).**

It is understood that there is no employee – employer relationship in any way involved in this working agreement. The purpose of this agreement is to facilitate payment for leads or other relationships associated with sharing cases between the agent and BAI. Each mailing will require a new agreement to define areas to mail, commission splits and expected results.

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**BAI provides leads to Agent:**

The agent will be supplied with leads as agreed. Every attempt will be made to provide these leads to the Agent as agreed at the agent's mailing address. The agent agrees to place all business and referrals from these leads with a BAI company. These will consist of Shenandoah Life, Lincoln Benefit Life, US Financial but not limited to only these since special cases may need to be brokered with other BAI affiliated companies. All business will be submitted to BAI at its mailing address each week. For each lead provided BAI expects the agent to produce at least \$100 of annualized life premium. See form NLM050415.

**Mailer Options:** Minimum number of mailers will be 1,000.

1. Agent pays for mailing. The agent receives 100% credit for all sales.
2. Agent pays **half** of mailing cost. The agent splits cases **70/30%** with 30% to BA.

**Future Leads:** Agents at **Level D** or below under **Option 2**, who places \$1,500 WP from a mailing the agent can pay 50% of lead cost and receive 100% of cases, \$2,400 WP pay 25% and receive 100% or produce **\$3,000 WP** and mailing will be done at **No Cost**.

**Working Agreement**

I \_\_\_\_\_ (Agent) select option \_\_\_\_\_ and agree to split all cases from the leads with Brumett Agency Inc. receiving \_\_\_\_\_% of all cases including referrals resulting from the leads. Zip Codes: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Criteria: \_\_\_\_\_

\_\_\_\_\_

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Agent

Date

BAI

Date

Forward signed agreement with your check today. It will take about 3 weeks to receive leads.

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