



Life Insurance

CANADA.COM

BROKER LEADS PROGRAM

Independent Life Insurance Leads

Here's your opportunity to get a sustainable supply of quality Canadian Life Insurance leads. For the first time we're making available to you the very same leads that we used to sell life insurance to thousands of Canadians.

And because we're not licensed, these leads come with no requirement on your business. Offer the companies and products that are best for your clients, without restriction.

Lead Quality and Valid Leads Policy

These leads are top quality. They're from consumers in Canada who are actively researching life insurance and who have visited Life Insurance Canada.com. They're warm, unqualified and unfiltered leads.

Even better, these leads are exclusive. You're the only broker receiving a particular lead from our system. In fact our system cross checks each lead against a 30 day log to ensure that we don't duplicate a lead to another advisor.

Are they good leads? Yes; They're great leads – we would argue they're the best in the industry. However these are the top of the sales funnel. Not all leads are going to result in a sale. Not all phone numbers are going to be valid. Like all prospecting, you are working the numbers.

So what constitutes a valid lead? We've decided that we'd rather not spend either of our time tracking and discussing individual leads to determine if they meet some artificial criteria. Instead, we will gross up your deposit by 20%. This bonus is automatic and intended to cover any invalid leads.

The gross up thus determines our policy – all assigned leads are considered valid. We do not under any conditions provide a credit for invalid leads beyond the bonus mentioned above. No refunds are available under any conditions for your deposit.

Available Programs

1) Agent Program - \$2500 plus HST

Work directly with us, your leads are yours to work with as you choose. We'll provide you with a control panel and automated notification to your email. Your \$2500 produces a \$3000 credit for leads within our system (\$2500 + \$500 valid lead bonus).

2) Agency Program - \$10,000 plus HST

Use our leads to attract and retain brokers, and recover some of the cost with a commission split. The agency program requires leads be accepted from all area codes in the provinces you work with.

We'll give you a control panel to view leads and agents. Your agents will receive their own login to receive leads assigned to them. You can also weight agents to stream more leads to higher producing agents.

The agency program requires that leads be accepted to all area codes within provinces that you select. In exchange, you'll receive a \$1000 bonus credit to your account with every \$10,000 deposit. Thus your \$10,000 deposit produces a \$13000 credit toward leads (\$10,000 + \$1000 agency bonus + 20% valid lead bonus).

One further thing – we request that all of our lead partners link to www.lifeinsurancecanada.com from their website. This helps us produce even more leads for you.

Pricing

Leads are assigned based on the consumer's area code. You may select individual area codes to receive leads from. To maximize the number of leads you get, you should select as many area codes as possible. Note that you should also make sure you know all the area codes you are seeking. There's been a lot of area codes introduced recently and it's likely that you're unfamiliar with all the possible area codes.

The following is our current price list per lead (as leads are assigned to you, we will deduct the following amounts from your program):

Price	Prov.	Area Code	Location
35	AB	403/587/825	Calgary, Lethbridge, Medicine Hat, Red Deer
35	AB	780/587/825	Edmonton, St. Albert
50	BC	250/778/236	Kamloops, Kelowna, Nanaimo, Prince George, Victoria
50	BC	604/778/236	Abbotsford, Burnaby, Chilliwack, Coquitlam, New Westminister, Port Coquitlam, Richmond, Surrey, Vancouver
20	MB	204/431	Winnipeg
20	NB	506	Fredericton, Moncton, Saint John
20	NFLD	709	St. John's
20	NSPEI	902/782	Charlottetown, Halifax
20	NWT	867	Dawson City, Whitehorse
50	ON	416/647/437	Toronto
35	ON	519/226/548	Brantford, Cambridge, Chatham, Guelph, Kitchener, London, Sarnia, Windsor
35	ON	613/343	Kingston, Ottawa
35	ON	705/249	Barrie, North Bay, Peterborough, Sault Ste. Marie, Sudbury
20	ON	807	Thunder Bay

50	ON	905/289/365	Brampton, Burlington, Hamilton, Mississauga, Niagara Falls, Pickering, St. Catharines, Vaughan, Welland
35	QC	418/581	Levis, Quebec City
35	QC	450/579	Brossard, Laval, Repentigny, Saint-Hyacinthe, Saint-Jean-sur-Richelieu, Saint-Jerome, Terrebonne
50	QC	514/438	Montreal
35	QC	819/873	Drummondville, Gatineau, Shawinigan, Sherbrooke, Trois-Rivieres
20	SK	306/639	Regina, Saskatoon

Get Started Now!

Given the limited supply of quality insurance leads, we expect to have more demand than we can fill. Contact us now at 866.779.1499 to start your lead supply now, and get back to doing what you do best – selling life insurance.