

Exhibit A

Insurance Agent Lead information and resources at NetQuote.com - Mozilla Firefox

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How to separate the good from the bad? Internet Insurance agent lead generation services: A brief overview

With the previous methods of securing clients like cold calling and advertising in the Yellow Pages being all but extinct now, insurance agents are increasingly getting depended on the internet based insurance agent lead generation services. They are cost-effective and yield better results.

However before you settle on one particular insurance agent lead service you should make sure if they are worth your money. The very basic thing you need to check is their credentials. Have they been in the business over a period of time? Do they enjoy a good reputation in the insurance agent lead market? The safest option would be to go with an experienced lead referral services like NetQuote. They have been in the business for a long period, they know the nuances of the business and they have been endorsed by agents who have been associated with them previously.

That experienced insurance agent lead referral services perform better is because they have the technology in place. The way these services work is pretty simple. Common people who want to get an insurance log on to these sites and fill up a form. This form carries information about them and this information is sold by the referral service to the insurance agents. Now many people who log in actually punch in inaccurate information like in the field of name they just put in 'ABC' or for phone number may be '1231234'. Now with better companies these entries are filtered and such leads never end up in the hands of the insurance agent.

Another key element for an insurance agent lead to work is that it needs to be fresh. NetQuote provides live leads to their subscribers. What that means is an agent can immediately contact with his lead who has just completed the form. This is about striking the iron when it is hot. If you get a reply immediately after your query you will be satisfied with the service and would love to work with that service. The insurance agents can have the same impact on the person who just filled up the form.

The best lead services like NetQuote also provide you with leads exactly the way you need them. If you want leads from a single pin code they will provide you with that. This is the kind of service you should expect when you subscribe for a lead generation service.

netQuote® Agent Program

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Lead Types

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Agent Advantage Video

Interested in closing more leads? Learn about the NetQuote Agent Advantage!

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