

Exhibit C

Online Insurance Lead services can be found at NetQuote.com - Mozilla Firefox

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http://insurance-lead.netquote.com/online-insurance-leads.aspx

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Trying to boost your insurance sale? Benefit from an online insurance lead

With the boom in the insurance sector, there is a huge market for insurance products. However the expanding market has seen an increase in the number of agents also, thus making it increasingly difficult for an agent to get good quality insurance leads.

In this scenario, many of the insurance agents are looking to buy leads from online insurance lead generation services. These are services who invite common people in need for insurance to come to their website and fill up a form. As they fill up the form they provide information about their contact details, their insurance needs and a general background about themselves.

Once he has filled up the form the next thing that happens is the online insurance lead generation service passes on the information to interested agents for them to follow up.

Now the time these online insurance lead generation services take to process the information and send it across to the agents is crucial. If you are working with one of the reputed and established insurance companies what you get are fresh or real time leads. When we are talking about fresh leads we mean leads that have been generated in the last 48 hours. For any lead to be converted you have to act quick. If you delay in your response to a particular lead chances are he either would have got a deal already or he would have lost interest.

So you have to have fresh leads to succeed. However many services provide you with stale leads, some over a month old. These serve no purpose at all and are basically a waste of money.

The better online insurance lead generation services process the form from a client as soon as he enters it and sends it to the insurance agents. This means an insurance agent can get in touch with the lead while he is still sitting in front of his computer expecting a response. Since you address his needs so promptly he should generally have a positive feeling for you. And this promptness can be key to convert the lead into your client.

If you are looking for the best real time leads with assured quality, try NetQuote. They have been pioneers in the online insurance lead sector and will provide you with fresh leads of the highest quality.

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