



## Leads & Marketing Overview

### Target Market Real Data with *Lead Maximizer*

*Lead Maximizer*, our data mining engine, allows you to target prospects by a variety of criteria. These options include age, income, zip code, with or without phone numbers scrubbed against DNC, and many more filters. These are particularly effective with senior products, when combined with our dynamic comparative rating engine, *Comparative Rater*.

### 50/50 Co-op BRC Mailer Program

Choose between Medicare focus and ACA focus

\$460 per thousand total cost

You pay only \$230 per thousand

These mailings take advantage of our *Lead Maximizer* to target the very best prospective clients we can get. The mailing has a detachable business reply card prospects can send back at no cost to them. These replies are sent to you.

[ORDER NOW](#)

### 50/50 Co-op Telemarketing-Generated Exclusive Leads

ACA focus

\$15 total cost each. We pay half (\$7.50), you pay half (\$7.50)

20 lead minimum order

[ORDER NOW](#)

### Carrier Leads

Empower receives leads from various carriers. These are prospects who have responded to carrier advertising and outreach and have requested contact. These are seasonal.

### Internet Leads

[www.InsuranceLeads.com](http://www.InsuranceLeads.com)

\*All leads programs are offered at a discount or are fully complimentary for highly productive agents and agencies.

**Call to get started today**  
**(888) 539-1633**