



Lead Program Overview

Final Expense life insurance lead mailers are distributed based on the Producer's sales objectives, working with the Monumental Lead Team

Program details

- Monumental's company *sponsored & supported* direct mail program with discounted Final Expense Leads for only \$300 per 1,000!
- A lead card designed for the Final Expense market which:
 - Explains how the government will not cover all funeral expenses.
 - Includes the word "Insurance".
 - Does not include an offer of free gifts or booklets.
- Number of mailers can vary to meet the income objective of the producer.
- Agent or General Agency pay for the mailers with their credit card, so there is NO commission reduction.
- Minimum net annualized placed premium (NAPP) for agents must exceed \$100 of NAPP per lead card returned.
- Assistance in setting up your demographic footprint:
 - Create territories by zip, county, or city.
 - Select the age, sex, and income for your targeted market.
 - Choose mailing dates to fit your schedule.
- Lead card responses are posted to the website daily – so they are fresh!
- Immediate access to returned response cards via website.
- Lead card PDF's available online so you work current leads anytime night or day.
- Leads remain on the website for 45 days.
- Marketing Support:
 - For Pending Business.
 - Providing rate quotes.
 - Training and navigating on the website.

**LEAD ORDER
FORM**



AGENT INFORMATION

Agent Name: _____ National IMO: _____
 Agent #: _____ Email: _____
 Business Name (if applicable): _____
 Address: _____
 City/State/Zip: _____
 Phone #: _____ Fax #: _____ Cell #: _____

ORDER INFORMATION

(ORDERS ARE MAILED ON THE THURSDAY OF THE WEEK REQUESTED):

Requested Mail Date (week of)	
Quantity Requested	

STATE: _____

ZIP CODES REQUESTED (ALL ORDERS ARE PLACED BY ZIP CODE) (NO PO BOXES):

DEMOGRAPHICS:

Age Range 45-85 (55-80 recommended)	
Gender: M, F, Both	

Income Range (select Minimum & Maximum by placing a check mark next to the Minimum & Maximum)	
Minimum	Maximum
\$0	\$25,000
\$25,000	\$35,000
\$35,000	\$50,000
\$50,000	\$75,000

Lead territories are assigned on a first come, first served basis and no territories are guaranteed. The completed Credit Card Authorization is required before lead order is placed. IMO approval is required prior to submitting lead orders. If you require assistance, please contact your National IMO.

I hereby authorize Monumental Life Insurance Company to order lead mailers on my behalf.

Agent Signature _____ Date _____

Approved by National IMO _____ Date _____

Program Participation Approval: _____ Date: _____

ML102 3/10

Send Completed Lead Order Form To Your National IMO

***Credit Card
Authorization***



Card Type:

Visa

MasterCard

Discover

Name: _____

Credit Card Number: _____

Expiration Date: _____ / _____ / _____

I hereby authorize Monumental Life to withdraw a one-time amount of \$ _____ from the account to purchase mailer orders.

I hereby authorize Monumental Life to maintain my payment information on file for future orders.

Signature: _____

Date: _____



**For Office Use Only
(Monumental Life Treasury Department):**

Name: _____

Monlife Number: _____

Purpose: Monumental Life Solutions Leads Program

Account: 8262800

Cost Center: ML Seniors – 36713000

Fax completed Credit Card Authorization directly to Monumental Life at (866) 290-2544