



# Cary's Corner

*Sponsored by Levinson & Associates*

## From the desk of Cary A. Levinson

### **Cary's Corner – Volume 1**

#### ***"True Cost of a Free Lead"***

As we all know, many life insurance agents depend, to some degree, on leads to help them uncover sales. In fact, a quality lead program can literally be 90% - 100% responsible for many agents' success in our business. Some agents can spend as little as 0.20 cents per lead, and other leads can cost upwards of \$60.00 each. But when a prospect says e-mails "tell me more, I'm interested", that makes the price of the lead absolutely unimportant as the agent has a "live one" on the hook. But what the average agent has to ask himself is, "What is the real cost of a free lead?" Several IMO's unfortunately, will stop at nothing to try and recruit an agent. They will promise them the highest commission on the planet, the most incredible service anywhere, access to 2,000 insurance companies and the most appealing, "free leads". However, as most of us realize, the free leads they are promising agents are very costly. The agent pays for the free lead by earning substantially less commission, getting inferior support and/or service from the IMO, or simply not having access to very many insurance carriers. The point is, the agent is paying

heavily for his free lead. The sad truth is most IMO's do not deliver what they falsely advertise. Levinson & Associates, Inc. does deliver everything we promise and much more. But one thing we don't promise our agents is free leads. We do have several lead programs that are available to all Levinson agents, but that's in addition to fair and generous compensation, 70 life insurance carriers and 25 annuity companies, unparalleled service and technology that has given us the nickname of the "Disruptor" in our industry. From our free websites, free Scholarship program, complimentary CRM tool, and now an on-line safe deposit box free to all Levinson agents, we deliver what we promise and so much more and, and we never stop creating, developing and searching for ways to help our 16,000+ agents elevate their practices. Give us a try and allow us the privilege of earning your business. We promise you will never look back. But if you are looking for free leads, we may not be right for you. If you are not, we're confident you'll find a home with us. - **Cary Levinson, President**  
*Levinson & Associates*