

Leads – Don't be an Addict!

- ▶ There is no “one size fits all” approach
- ▶ Make sure you have a diversified lead pipeline – Direct mail, internet leads, mailing or calling lists & referrals
- ▶ Find sources that are low cost and no cost and work them along with your paid sources
- ▶ GarityAdvantage offers 50/50 Co-op for agents writing at least 30 Medicare Cases per year
- ▶ Build your book, cross sell & earn “frequent flyer” co-op as you produce more!

