



## Earn an extra \$50k-\$100k+ in final expense sales

It's easy, just do the math. If you make at least 7 sales every month for a year you'll earn \$50k! Our proven game plan will show you how.

### Marketing Tools

- Agent materials: multi-carrier final expense quoting tool, sales scripts, guides, PowerPoint presentations.
- Consumer materials: letters, brochures, door hangers, memorial booklets, free membership benefits.
- Exclusive direct mail, tele-marketed, and social media leads. Defined territory and targeted demographic.
- Free and subsidized leads provided monthly.
- Proven turn-key marketing systems.
- Back office support and coaching.
- Commissions ranging between 100 to 120%, vested day 1.
- Agency contracts available.

### Lead Programs

#### Free Leads

- Proof of production required.
- \$5,000 min. monthly paid annualized premium
- Defined lead territory
- 1<sup>st</sup> commissions: 70%<sup>1</sup>
- Renewal commissions, and vested commissions, day 1

#### Subsidized Leads

- Lead credits provided monthly
- Per \$1,000 paid premium:
  - Gemini: \$80 lead credit
  - Standard: \$50 lead credit
- No min. or proof of production
- Commissions: 100-120%<sup>1</sup>
- Renewal commissions, and vested commissions, day 1

#### Purchase Leads

- Direct mail per 1,000 orders
- Direct mail with fixed cost per lead
- Targeted demographic
- Tele-marketed leads
- Facebook leads

**Start making more appointments and closing more sales, call Matt Allina at 717-216-8041 or visit us at [www.urlinsgroup.com/2020](http://www.urlinsgroup.com/2020).**

<sup>1</sup> Examples are based on level benefit, final expense whole life product's 1<sup>ST</sup> year commissions. Percentage varies by company, please see individual carriers full commission schedule for details.

## Final expense carriers



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