

Monumental Solutions – Final Expense Products
ProActivity Lead program

Program Overview: Leads are provided weekly. Monumental is responsible for maintaining supply of current leads. All leads are accounted for and producer has regular interaction with Lead Partner.

Program Details:

- Monumental handles the leads-ordering for you and will provide 15 leads every week
 - The leads are available on our website on Friday
 - The leads are exclusive for 90 days
 - You never get a second hand lead
- No competition from other agents in Monumental Life's Leads Programs
- Lead Liaison - Individualized service support for you
 - Will help issue your business faster
 - One-stop-shop for your questions
 - Dedicated to helping you succeed
- Assistance in setting up a demographic footprint
 - Your territory is created by zip and/or county
 - Your territory is large enough to ensure that we won't re-mail an area more frequently than 90 days
- Access to the ProActivity website
 - Immediate access to leads via website
 - Ability to organize your leads by various methods, i.e. leads status, zip, or date received
- Lead card PDF's available online so you work with the most timely leads
- The lead card is well qualified for this market in that it:
 - Explains how the government will not cover all funeral expenses
 - Includes the word "Insurance"
 - Does not include an offer of gifts or booklets
- The only up-front costs are your contribution of \$400 and a contribution from the immediate up-line agency to buy you an initial set of 20 lead credits
- One Leads Credit is earned for every \$125 of Net Annualized Placed Premium (NAPP). You must maintain a leads credit balance at the end of each week of at least 15 leads credits (\$1,875 would replenish the weekly lead credit balance)
- Unique Commission schedule
- You must have a valid credit card with sufficient credit available for purchasing leads credits if necessary
- You must own your own computer and have access to the internet
- Disposition of leads is recorded weekly by agent
- Frequent interaction with Lead Partner on sales activities

Monumental Solutions – Final Expense Products Solutions Lead Partner

Program Overview: Lead mailers are distributed periodically as agreed upon with Lead Partner and when purchase by producer.

Program details:

- Monumental's best bulk rate from Main Street Power Mail for Final Expense leads drops
- No competition from other agents in Monumental Life's Leads Programs with a minimum production requirement of \$3,000 of NAPP per month to hold territory
- Lead Liaison - Individualized service support for you
 - Will help issue your business faster
 - One-stop-shop for your questions
 - Dedicated to helping you succeed
- Assistance in setting up your demographic footprint
 - Your territory can be created by zip, county, or city
 - Your territory is large enough to ensure that we won't re-mail an area more frequently than 90 days
- Access to the ProActivity website
 - Immediate access to leads via website
 - Ability to organize your leads (by status, zip, or date received)
- Lead card PDF's available online so you work with the most timely leads
- The lead card is well qualified for this market in that it:
 - Explains how the government will not cover all funeral expenses
 - Includes the word "Insurance"
 - Does not include an offer of gifts or booklets
- All of this with NO commission reduction