



EQUIS FINANCIAL LEAD PROGRAM

MORTGAGE PROTECTION LEADS		
A	A brand new lead	\$42.50 - \$56
DA	An "A" lead that was not purchased within 60 days becomes a discounted "A" lead	\$20
B	A "DA" lead that was not purchased within 60 days becomes a "B" lead OR A purchased "A" or "DA" lead that has not made a sale after 45 days becomes a "B" lead	\$6
C	A "B" lead that was not purchased within 60 days becomes a "C" lead OR A purchased "B" lead that has not made a sale after 45 days becomes a "C" lead	\$2
D	A "C" lead that was not purchased within 60 days becomes a "D" lead OR A purchased "C" lead that has not made a sale after 45 days becomes a "D" lead	50¢
INTERACTIVE VOICE RESPONSE (IVR) MORTGAGE PROTECTION LEADS		
IVR	An Interactive Voice Response lead	\$39
IPL	An Incomplete IVR Phone lead	\$3
FINAL EXPENSE LEADS		
A	A brand new lead	\$30
B	A purchased "A" lead that has not made a sale after 45 days becomes a "B" lead	\$5
C	A purchased "B" lead that has not made a sale after 45 days becomes a "C" lead	\$2



EQUIS FINANCIAL LEAD PRICES

MORTGAGE PROTECTION LEADS

BASED ON AGENT LEVEL / PRICES CORRESPOND WITH "A" LEADS

ER1	ER2	SM	SSM	DM
\$42.50	\$44.50	\$46.50	\$48.50	\$50.50
	RM	NM	EM	
	\$52	\$54	\$55	
	RMD	NMD	EMD	
	\$56	\$56	\$56	

DA	B	C	D	IVR	IPL
\$20	\$6	\$2	50¢	\$39	\$3

FINAL EXPENSE LEADS

A	B	C
\$30	\$5	\$2