



Axford
SENIOR MARKETING INC.

SUPPLEMENT YOUR FINAL EXPENSE LEAD COSTS WITH THE AXFORD LEAD BANK

An **Exclusive** Final Expense Lead Program

The Axford Lead Bank is the ultimate tool to grow your Final Expense business. When you partner with Axford you may be able to take part in our industry-leading cost sharing lead program where you are rewarded with lower lead costs each month for the applications you write.

We offer the following pricing on a 1,000 piece Final Expense direct mail lead drop with preferred vendors:

Write **15** apps in a month...YOU PAY ONLY: **\$180**

Write **10** apps in a month...YOU PAY ONLY: **\$230**

Write **5** apps in a month...YOU PAY ONLY: **\$305**

Call today and consult with your
Final Expense Agent Success Manager!

888-396-2580

Our Preferred Lead Vendors:



Contact:

Peter Higham

800-283-0187

peter@leadconcepts.com



Contact:

Crystal Jackson

888-572-6373

crystal@kramerdirect.com



Contact:

Brittany Shackelford

336-472-1322 x1806

bkshackelford2@leads2success.com



Contact:

Jessica Roberts

469-402-0252

jessica@targetleads.com

Terms & Conditions for Axford Qualifiers: 1. Lead program is based the Preferred Lead Vendors lowest standard rate per 1,000 final expense mail piece. Agent is responsible for mailings over 1,000 or any additional costs. 2. Qualification terms are month-to-month. Qualifying business must be issued between the first of the month and last day of the same month. 3. Lead drop must be redeemed by the end of the following month or co-op opportunity expires. 4. No transferring, overlapping of months or sharing of issued business to qualify. 5. Qualifying Agents must be contracted, in good standing with Axford and maintain 70% Placement ratio. 6. Not all Agents and Agencies will qualify. Confirm with Axford to verify qualification. 7. Only good with Preferred Lead Vendors. 8. Not redeemable for cash or credit with preferred or outside vendors. 9. Policies written and issued on yourself or your family do not qualify. 10. Axford reserves the right to modify Terms & Service without notice.