



ELP Lead Guidelines

- ⚠ First **two weeks** a new agent will be given 20 leads weekly
- ⚠ Agent will be held to the guidelines below for the next **six weeks**
- ⚠ After initial eight weeks a new agent is evaluated on a rolling **four-week** average
- ⚠ PPL calculation = Annual Premium / 12 / Premium Leads
 - i.e. $\$3,000 / 12 / 20 = \12.5 PPL

New Agents

First 8 Weeks:

Average a \$10 PPL and the Submitted Business premium below CPOs are available with all premium tiers

\$3,000+ AP/week = 20 Leads

\$2,400 AP/week = 18 Leads

\$1,800 AP/week = 15 Leads

\$1,200 AP/week = 10 Leads

Established Agents

Rolling Four-Week Average:

Average a \$12 PPL and the Submitted Business premium below CPOs are available with all premium tiers

\$3,600+ AP/week = 20 Leads

\$2,880 AP/week = 18 Leads

\$2,160 AP/week = 15 Leads

\$1,440 AP/week = 10 Leads