

How EverQuote's Lead Connection Service (LCS) Helped This Smart Choice Agent Increase Close Rates by Over 20%

How I 'Fell In Love' With Internet Leads

When Smart Choice agent Jeremy Cleveland started 701 Insurance in 2015, based on his prior experience in the call center space he knew that with six full-time staff members, unused capacity was his biggest potential problem. He quickly realized that "we need to get some leads, and we need something that is scalable. That's how I 'fell in love' with internet leads. Internet leads were my biggest driver, but it probably took us six months to get a really good grasp of what we should do." But Jeremy also knew that not all lead vendors are created equal: "as I continued to research the market, we added EverQuote into the mix early on, and it went from there."



“Our 30-day close rate is up 20% with the program so far.... Most of that is attributed to the live transfers from the LCS team.”

Jeremy Cleveland, 701 Insurance

Driving Agency Growth in a Challenging Labor Market

Jeremy ultimately decided to test and compare "a lot of different internet lead vendors and throughout the process EverQuote came out on top." After finding that initial success, Jeremy was introduced to the Lead Connection Service (LCS) program, where EverQuote's team of experts contact his leads and warm transfer the prospect directly to the 701 Insurance team for a quote. "Internet leads are labor intensive, adding LCS has allowed us to scale our marketing efforts without having to add resources. This was the perfect solution for us to accomplish additional growth without having to recruit in a challenging labor market... I just regret that we didn't jump on LCS sooner." Working with LCS has helped drive immediate results, helping improve their thirty day close rate by 20% so far.



20% Increase In Sales
Since Starting LCS*