

How EverQuote Drives 90% of Top Insurance Agent Chandler Hahn's Annual P&C Business



When Chandler Hahn opened his insurance agency in 2015, he had already spent a decade in the industry. He knew that, to be successful, he had to reach consumers where they were already shopping – online. Internet leads allowed him to access these consumers and connect with a much larger client base, relative to traditional marketing methods. However, Chandler kept running into the same issue - inconsistent lead quality. It seemed that every vendor started out strong, but quality gradually decreased over time. This all changed when Chandler partnered with EverQuote. Unlike previous vendors, EverQuote provided the consistent, high-quality, high-intent prospects he needed to fuel his growth. Since partnering with EverQuote, his agency has tripled in size and he was named North Carolina's fastest growing agency within his carrier.

“ My lead vendor of choice is definitely EverQuote. The reason for that is the consistency of the product they deliver to me hasn't changed, and I can't say that about other vendors. And I have tried all the vendors – every single one. ”

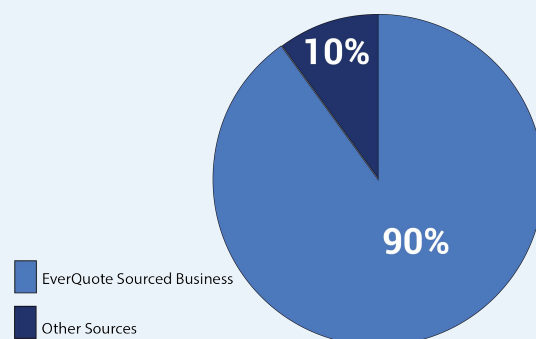
Before partnering with EverQuote, Chandler had experienced underwhelming results with lead vendors. He would try a new vendor, initially have decent results, but then see key metrics drop off as time progressed. There was always a lack of consistency and it threatened to have serious implications on his business. Luckily, Chandler had a colleague who was a strong customer advocate for EverQuote and his influence convinced Chandler to add EverQuote to his lead vendor mix.

Right away, Chandler noticed that EverQuote leads tended to have a much higher intent to purchase than what he received from other vendors. Also, with EverQuote, he wasn't competing with 6 or 7 different agents; he was going up against 1 or 2 at most. It's now been four years since Chandler partnered with EverQuote and the results have been impressive, to say the least. EverQuote currently accounts for approximately 90% of his P&C business – either directly or through referrals provided by customers written through EverQuote. Instead of a traditional lead vendor, Chandler chose a true partner to help him drive his business forward. As a result, he has tripled his agency size in less than 4 years and his outlook for the future is brighter than ever.

The Bottom Line: Chandler Hahn and EverQuote

- **From 2 to 7 employees** – Chandler's agency grew after partnering with EQ
- **~90%** of agency's business is directly sourced from EverQuote leads or their referrals
- **3X** – agency has tripled in size since partnering with EverQuote in 2015
- **275 to 300** – average number of new applications each month since partnering with EverQuote

Sources of New Business



GROW YOUR BOOK LIKE A **PRO**

More people than ever are shopping online for insurance—74%, according to a recent J.D. Power study. EverQuote gives you the tools to tap into the nation’s largest online insurance marketplace and connect with the millions of consumers who visit our website every month. Just select the client profile you want, their location, the hours you’re available and how many prospects you want delivered to you each day. We deliver them in real time to your lead management system or email inbox – it’s that simple.



Pick The Client Profiles That Fit Your Needs

We give you finely tuned risk profiles, locations down to the specific zip code and adjustable lead caps and hours of operation.



We Source and Qualify High Intent Consumers

We have millions of consumers visiting our site every month—more than any non-carrier website in the industry.



You Get Qualified Prospects in Real-Time

Each and every referral that EverQuote sends to an agent happens in real-time as the consumer searches for quotes.



We Help You Succeed & Bind More Business

Our Customer Success Managers are here to help you succeed with best practices and personalized recommendations.

Key Features

- ✓ Real-Time Delivery
- ✓ Multiple Client Risk Profiles
- ✓ Adjustable Volume Caps
- ✓ Unlimited Pausing
- ✓ Dedicated Customer Support
- ✓ Zip Code-Level Targeting
- ✓ Custom Delivery Hours
- ✓ Simple Self Serve Returns¹
- ✓ Direct LMS Integrations
- ✓ Get Started in Minutes
- ✓ No Long-Term Commitment

¹Subject to restrictions

Lead Types



Auto

Every EverQuote Auto prospect completes an extensive form with everything you need to quote them. Pick your client based on filters including home ownership, self-reported driving record, age, and prior coverage.



Home

EverQuote gives agents two distinct consumer profiles that match common underwriting requirements. Each Home prospect must complete a 20-point form on EverQuote websites and are referred in real time.



Life

Financial advisors and agents can choose between 3 consumer profiles that align with standard life insurance underwriting requirements. Consumers all complete a 24-point form before being referred.