

Learn How This Agent Improved Bind Rates By 50% With EverQuote's Lead Connection Service (LCS)

Struggling to Find a Winning Growth Strategy

When Adam Neal opened his insurance agency in the Spring of 2018, he didn't initially consider using internet leads as a marketing source. Like many new agents, Adam thought that cross selling his book, nurturing local relationships with loan officers, and working his "warm market" of family and friends would be enough to keep his agency growing. But by 2020, this approach was starting to wear thin: "my warm market was limited...loan officers didn't send over much... and cross selling was limited due to a small book of business." The situation hit a breaking point once the COVID-19 pandemic hit in the Spring of 2020, and Adam started looking for other options to fuel his agency's growth.



“With Lead Connection Service (LCS) I’m confident that we’re going to get business we can close.”

Adam Neal, Farmers Agent

Discovering the Power of Lead Connection Service (LCS)

Luckily, because Adam's Sales Leader "swore by EverQuote" he already had an alternative in mind. So in March of 2020, Adam got started with internet leads, onboarding EverQuote and one other vendor. The impact on his business was dramatic: "I started using internet leads and it immediately increased my agency's quoting activity, which in turn increased our sales." Within a few months Adam had dropped the other lead vendor to focus exclusively on EverQuote and upped his lead intake from 4, to 8, to 11 leads per day, adding 2 producers along the way. When he was offered a chance to try EverQuote's Lead Connection Service (LCS), where EverQuote's best-in-class telemarketing team dials out to his leads, transferring them once the consumer is ready to speak with an agent, he was all in. **With LCS allowing Adam and his team to focus on closing business instead of calling leads, he's seen his average bind rate with leads improve by 50%.**

