

How This Captive Agent Doubled His Close Rate & Nearly Doubled His Premium Per Household With EverQuote Home Insurance Leads

Letting The Data Lead the Way

When Jake West opened his captive agency in August 2022, he immediately started working with EverQuote, focusing his budget on auto leads and a smaller volume of home insurance leads. However, working closely with his EverQuote Business Consultant, over time the data showed Jake that he was having really impressive results with home insurance leads: “we just got such a better bind rate and cost per bind that we started shifting more and more money into home leads and just kept getting better and better results.” As he focused more budget on home leads, Jake watched the average rate of leads he was contacting and quoting go from 27% initially, to 36% after 3 months, up to 44% in month 4, and then maintaining a monthly average of between 40% and 60% after adding [EverQuote’s Lead Connection Service \(LCS\)](#).



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As of today we are at a 23% closing rate, so we have more than doubled our close rate since moving to EverQuote home leads.”

————— Jake West, Captive Agent —————

Home Insurance Leads Become an Agency’s Growth Engine

As Jake focused more of his lead budget on home insurance leads, he not only saw his team contacting and quoting more leads, but also saw a marked improvement in his overall return on investment. “When we first started back in August 2022, our average premium per item was \$698. By [March 2023] our average premium was \$1,178 per item.” And not only was Jake seeing more premium per item, but due to the high rate of multiline opportunities EverQuote’s home insurance leads were yielding he was seeing more premium per household: “not only are we getting bigger premiums, we’re getting more items because they’re multi-car households (the vast majority of them). Right now with EverQuote home leads, our average household is between \$3,000 and \$5,000 because if they come over with their home, they’re coming over with their auto.”

100% Increase in **Close Rate**
since moving to EverQuote
home leads*

