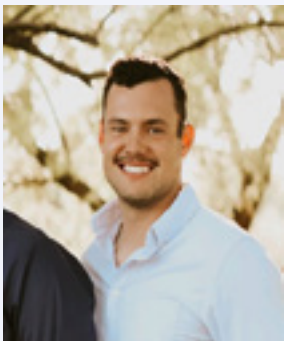


Agent Caden Bradbury Shares How EverQuote's Lead Connection Service (LCS) Helped Increase His Bind Rate By 50%

Finding an Ideal Partner for a New Agency

When exclusive agent Caden Bradbury opened his agency in early 2021, he knew internet leads would be a core driver of his business. Prior to opening his agency, Caden worked with another agent as a producer and had experienced first hand the impact that leveraging EverQuote to connect with real-time, high intent insurance shoppers can have. As Caden describes, when his agency initially opened his lead budget was "dispersed between 3 or 4 companies, just testing the waters. But I soon cut out the other lead vendors I was using and was just strictly using EverQuote." Soon EverQuote was contributing 35-45% of his monthly new business and had become the core driver of their business growth.



“ Using Lead Connection Service (LCS) our agency is writing approximately 20 to 25 more policies per month. It really allows you to scale your agency at a much faster pace. ”

————— Caden Bradbury, Farmers Agent —————

Going “All In” and Accelerating Growth with Lead Connection Service (LCS)

After seeing this initial success, Caden decided to adopt Lead Connection Service (LCS), where EverQuote's professional telemarketing team handles his initial lead outreach: "for a small monthly fee I was essentially "hiring" another person that I didn't have to manage or worry about." Since going "all in" with EverQuote and LCS, Caden's agency has grown to a team of 11 and accelerated its upward trajectory: "Lead Connection Service has been great since day 1. It boosted our overall sales by 30%" and led to a 50% increase in the agency's overall bind rate. And working closely with his dedicated EverQuote Business Consultant has paid huge dividends: **"we've been able to narrow down what days of the week and times of day work best and improve our bind rate by another 25 to 30%."**

50% Increase in **Bind Rate**
since starting LCS*

