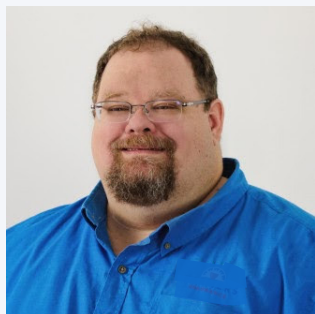


# How One Insurance Agent Increased Monthly Sales by 33% With EverQuote's Lead Connection Service (LCS)

## To Grow or Not to Grow?

Captive agent Jim Judson was facing a dilemma common to many insurance agents – he wanted to grow his business, but he wasn't yet in a position to hire a full-time sales producer. Jim had wisely chosen to buy internet leads, but without a producer to help him, he faced a difficult situation. He was working hard and getting burnt out by constant lead outreach, but he wasn't seeing the type of business growth he knew was possible: "I wanted to be able to work on my business, not for my business." Jim found the solution to his dilemma when he discovered EverQuote's Lead Connection Service (LCS), where EverQuote's top-notch telemarketing team works Jim's leads for him.



*“ LCS is basically replacing an employee for my agency. Since we are a new agency it would be difficult to afford adding another full-time producer, but LCS helps us do more with less. ”*

Jim Judson

## Lead Connection Service Drives Real Results

When Jim started working with Lead Connection Service, it allowed him to shift the burden of lead outreach from himself to EverQuote's best-in-class telemarketing team: "I love the fact that I don't have to stress out about getting that first call made... knowing that the call will go out within 30 seconds...I like that it removes some of the pressure." This not only allowed Jim to focus more on his business, but he also saw immediate results: "when I started LCS, I bumped up significantly in how much I was selling." On average, he's started seeing a 33% increase in total new business premium each month and according to Jim, "LCS is basically replacing an employee for me – it helps us do more with less." Now, EverQuote leads, worked by Lead Connection Service, represent 50% or more of Jim's monthly business. And due to the growth he has achieved with LCS, Jim will soon be adding that first full-time producer to continue scaling his business.



# 33%

Increase In Premium  
Since Starting LCS.