



WANT MORE
Qualified Annuity
LEADS?

JOIN THE EVERVEST
LEAD PROGRAM



EVERVEST
Building Relationships, Exceeding Expectations

Get Real-Time Leads. Anywhere. Anytime.

EverVest offers one of the best marketing and consumer lead generation programs available in the market today to connect you with pre-qualified clients looking to purchase annuities nationwide!



Why Internet Leads?

71% of American consumers sought information for life insurance and annuities online. **That's up from 61% in previous years.**

Getting Started

Tap into this growing market by adding this channel to your marketing strategy and supercharge your business!

51% of the consumers sought information from both an advisor and the Internet before making a decision on purchasing an annuity. With total annuity sales at \$228.8 Billion for last year, you can't afford to miss out on this opportunity to accelerate your sales.

It's important to understand that the way people buy annuities has completely transformed. Today, buyers don't need to engage with licensed professionals until they're ready to buy an annuity due to the amount of information that's readily available on the internet. Let us help you engage with these prospective buyers earlier on during the buying process to increase your sales opportunities.

Online tactics are proven to be the most effective way at converting and maximizing ROI when it comes to annuity leads. But buyer beware, not all internet annuity leads are created the same!

EverVest Leads?

- EverVest focuses on quality and on leads that are actually ready to begin the sales process.
- We know that high quality leads begin with high quality sources.
- Prospects have access to one of the most comprehensive and educational, annuity resource websites available. Leads from this website are proven to have the highest conversion rates.
- Attention to detail is important. Most lead generation companies weed out between 30% to 40% of their leads. With our scrubbing process being the most stringent in the industry, we end up eliminating two-thirds of our leads before they reach our clients.
- Exclusive leads are the only way to go. Our leads are comforted in knowing that only one licensed professional will call them. Our agents can then take the time necessary to plan and execute an effective intro call.



Tired of Unqualified Clients?

Our team understands your personal investment into our lead generation system - and we focus on delivering qualified, exclusive clients to you.

Feel the Power

To deliver the best leads, you need the right design, use the highest quality sources and pay attention to the slightest detail.

HOW EVERVEST LEADS DIFFERENTIATES FROM OUR COMPETITORS



HIGHLY TARGETED AUDIENCES

We get you in front of the right people. The majority of our leads run between 60 to 70 years of age, with the average age being 65.



HIGHEST ANNUITY PREMIUMS

We are able to target higher income, better-educated consumers through studying their online habits. Our average annuity premium is over \$250,000!



EXCLUSIVE LEADS

Our leads are exclusive, even if the same customer returns a year from now. Most lead companies will sell duplicates to other agents. We however, choose to act with integrity in all aspects of our business.



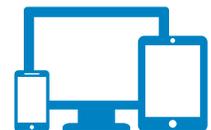
REAL-TIME LEAD DELIVERY

Our leads are sent to you in real-time because we know that timing matters. Our secure client portal gives you access to our leads anytime, anywhere.



SUPERIOR LEAD HYGIENE

Our lead scrubbing is one of the best in the industry as our standards are high. So much so that only 1 in 3 leads make it through the process.



INBOUND MARKETING LEADS

We speak to all our prospective buyers searching online for annuity and retirement planning resources. This helps drive up the quality of our leads.



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