

Looking for a Reliable Source for

*Lead
Variety*

National Television Lead Campaign

Yes, it's still going! We continue to have more Life and Health leads than Agents to work them. So what are you waiting for?

When a lead is received, it's transmitted within 24 hours to the Agent. Check the chart below to see what's available in your area. Remember, leads are provided on a first come, first served basis. Call 1-800-201-5299 for additional information.

TV Leads are available in the states marked "X" at press time.											
AK	X*◆	HI	X*◆	MI	X*◆	ND	X*◆	UT	X*◆		
AZ	X◆	ID	X◆	MN	X*◆	OH	X*◆	VT	X*◆		
AR	X*◆	IL	X*◆	MS	X*◆	OK	X*◆	VA	X*◆		
CA	X◆	IN	X*◆	MO	X*◆	OR	X*◆	WA	X*◆		
CO	X*◆	IA	X*◆	MT	X*◆	PA	X*◆	WV	X*◆		
CT	X*◆	KS	X◆	NE	X*◆	RI	X*◆	WI	X*◆		
DE	X*◆	KY	X*◆	NV	X*◆	SC	X*◆	WY	X*◆		
DC	X*◆	LA	X*◆	NH	X*◆	SD	X*◆				
FL	X*◆	ME	X◆	NM	X*◆	TN	X*◆				
GA	X*◆	MD	X*◆	NC	X*◆	TX	X*◆				

*Indicates Medicare Supplement leads available

◆Indicates Life leads available

Lead Cards

For just \$25/1,000 (\$20/1,000 on orders of 10,000 or more) you can put your name in front of more prospects with our sales-generating lead cards. The self-mailers contain a business reply card for easy customer response and can also be used as newspaper inserts, handouts or flyers. Review your marketing tools chart to find out where the following lead cards are available:

Life: LC-48R95,
LC-49R95,
LC-50R95

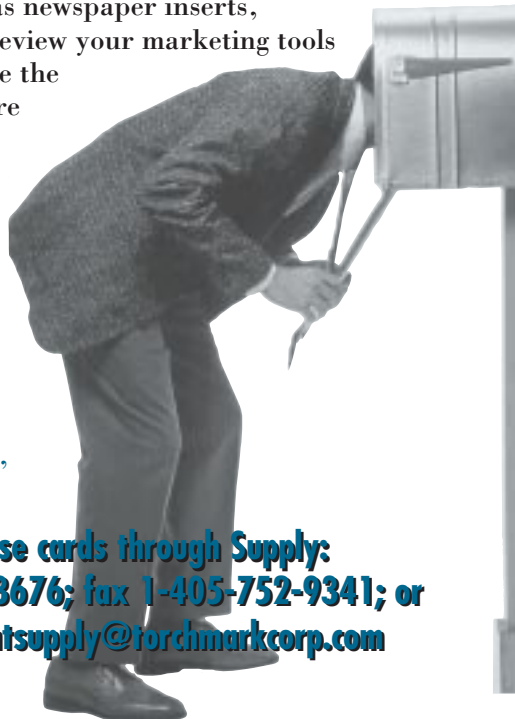
HSXC: LC-52

Cancer: LC-47R95

Long Term Care:
LC-53 R97

Med-Supp: LC-40R95,
LC-43R95,
LC-51R96

**Order these cards through Supply:
call 1-800-285-3676; fax 1-405-752-9341; or
e-mail vaagentsupply@torchmarkcorp.com**



Other Lead Sources

There are telephone lists available to purchase from outside sources. Below we have listed 'senior' sources which can be used immediately to contact prospects in person, by phone or by mail. Remember, lead pieces that are offered by telephone list sources, or those you develop on your own, must be approved by the Home Office and state insurance department. As a rule, if the intention is to generate sales and referrals, materials must be approved as advertising. Of course, *the best lead is a satisfied policyholder referral.*

1. **Aetna National List** 1-800-621-2392
2. **American List** 1-800-321-0448
3. **ATP Mailing List** 1-800-548-5478
4. **U.S. Database** 1-800-223-7777
5. **Compilers Plus** 1-800-225-7188
6. **First Data Solution** 1-800-433-5478
7. **Marketry, Inc.** 1-800-346-2013
8. **MetroMail** 1-800-228-4571
9. **W.S. Ponton, Inc.** 1-800-628-7806
10. **Senior Citizens Unlimited** . . . 1-800-431-1712
11. **Senior Direct** 1-800-723-5254
12. **US Age** 1-800-426-6957
13. **Kramer Lead Marketing**. . . 1-800-447-0533
14. **I Rent America** 1-800-548-9959

LEADS? Look No Further Than UA!

Agents
Love
Them!

Mark Brsan *Brsan Insurance Agency*

“The leads I receive from UA have been working well for me. And believe me if the leads weren’t working, I wouldn’t keep ordering them. Like any lead system I’ve worked, it’s a law of averages. Out of five leads you work, four may not produce a sale — but one will. The television leads UA provides are terrific. The key to working them is getting in front of the prospect in a timely manner. I am at that prospect’s door within two to three days of receiving the lead, and the response has been good. Even if I don’t make a sale, I’ll keep the lead and continue to follow up at a later date. This keeps the lead generating process going.”



Bill Davlin *Davlin Insurance Agency*

“The TV leads are great! Out of 10 leads we receive, we set seven appointments and close five sales. We have a person in the office who uses the TV leads to preset appointments the same day we receive them from UA. These leads are also producing a tremendous amount of referrals for us. The fact that the TV commercial is still fresh in their minds when we set the appointment and go to the door, has helped our closing ratios. The one question I always ask when I go into the home is ‘Mrs. Johnson, what motivated you to call in for the Memorial Guide?’

And no matter what is said, that’s your close. There was a specific reason she called for more information, and you can use that to make the sale.”

Mike Stevens *National Farm & Ranch Group*

“United American is in a position to provide any General Agent plenty of fresh quality leads without much hassle. Most GAs don’t realize the volume of leads produced by the Company — literally thousands of life and health leads every week. So, not only does UA provide good, solid products, we’ve also got a great lead source available to get Agents in front of more people. More than anything, it’s a comfort factor. UA manages such a good database of leads, that I am comfortable knowing when we order leads, we’ll have them in house when we need them. This is unlike other lead vendors who take your money up front and then check to see if they have anything available.”



Ann Vance *Eagle Insurance Group*

“United American’s direct mail leads are absolutely awesome! These leads are the very best on the market. With UA’s leads, you spend less time prospecting and more time selling. In fact, for us, one in three leads is a sale. While we are working more direct mail than TV leads, I appreciate the name recognition the commercial has given to United American. My Agents say now when they go into a home that prospects already know who we are.”