



Warm Lead Program

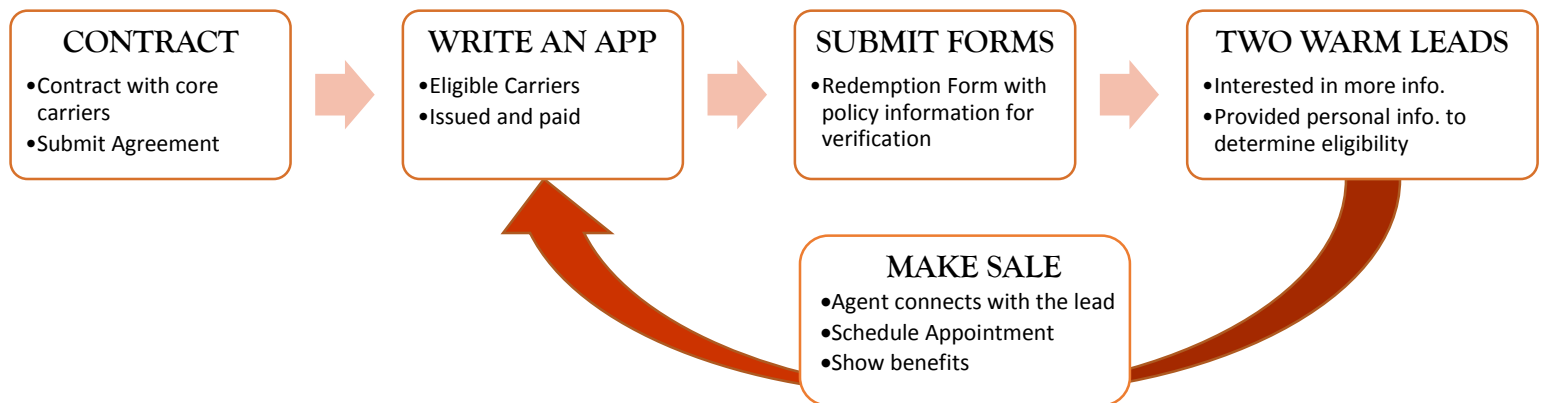
HEAT UP your business with NFS Marketing!

As a way of rewarding you for writing business, the Warm Lead Program will help you get in front of more people. Each lead has been contacted, expressed an interest in learning more about life insurance with Living Benefits, and provided specific health information.

In a few easy steps you can have leads generated for you, at no cost.

1. Contract with the required core carriers
2. Read, Sign, and Submit the Program Agreement
3. Write an application with an eligible carrier
4. Once policy is issued and paid, submit the Redemption Form

NFS Marketing will generate TWO free warm leads for each paid and issued application with eligible carriers. This lead program is structured to help you keep and maintain an influx of leads written through us. Here's how to make it work:



- Must be fully contracted with core carriers: Assurity and NLG
- Agent must live in a populated area for ease of generating the leads
- Program Agreement must be signed and submitted to qualify
- Warm Lead Program qualifications must be tracked by the writing agent
- For eligibility, please contact NFS Marketing (888) 288-7887

It pays to write your business through NFS Marketing

*All terms and conditions specified on Program Agreement
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