



www.thegdgroup.com

Program Goal & Guarantee: 100 Appointments

<u>Pre-Qualifying Leads</u>		<u>*Appointment Setting</u>	
List of Suspects:	2,224	Avg each week:	1-2
Hours to pre-qualify leads & set appt.'s:	494	Avg each month:	8-9
Leads pre-qualified:	667	Avg each year:	100

*Appointment Setting is based on 15% of the pre-qualified leads converting into appt.'s from 494 hours of calling overall.

G&D Pricing Breakdown

<u>G&D Services</u>		<u>G&D Rate for Service</u>
List of Suspects:	\$1,445.60	(\$0.65 per suspect)
Hours:	\$22,230	(\$45 per hour)
Letters:	\$ N/A	(\$ N/A per letter)
G&D Set Up fee:	\$350	(\$350 standard set up fee)
G&D Client Portal:	Free	(Free for clients)

G&D Investment Total: \$24,025.60

Payment Plan for this program: \$4,018.60 down & 9 monthly payments of \$2,223

Discount for payment made in advance: \$1,976

G&D ROI (Return on Investment)

Using an average premium of **(\$40,000)** and a closing rate of **(20%)**, you can expect to close **(20)** appointments the 1st year that will yield **(\$800,000)** in new business premium/**(\$96,000)** in commission if your average commission is **(12%)**. Overall, this would give you a **(399%)** return on your investment the 1st year with us.