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**Program Goal & Guarantee: 120 Appointments**

<u>Pre-Qualifying Leads</u>		<u>*Appointment Setting</u>	
List of Suspects:	2,667	Avg each week:	2-3
Hours to pre-qualify leads & set appt.'s:	595	Avg each month:	10
Leads pre-qualified:	800	Avg each year:	120

\*Appointment Setting is based on 15% of the pre-qualified leads converting into appt.'s from 595 hours of calling overall.

**G&D Pricing Breakdown**

<u>G&amp;D Services</u>		<u>G&amp;D Rate for Service</u>
List of Suspects:	\$1,733.55	(\$0.65 per suspect)
Hours:	\$26,775	(\$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:** \$28,858.55

**Payment Plan for this program:** \$4,761.05 down & 9 monthly payments of \$2,677.50

**Discount for payment made in advance:** \$2,380

**G&D ROI (Return on Investment)**

Using an average premium of **(\$40,000)** and a closing rate of **(20%)**, you can expect to close **(24)** appointments the 1<sup>st</sup> year that will yield **(\$960,000)** in new business premium/**(\$115,200)** in commission if your average commission is **(12%)**. Overall, this would give you a **(399%)** return on your investment the 1<sup>st</sup> year with us.