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## **Program Goal & Guarantee: 36 Appointments**

<u>Pre-Qualifying Leads</u>		<u>*Appointment Setting</u>	
List of Suspects:	800	Avg each week:	0-1
Hours to pre-qualify leads & set appt.'s:	173	Avg each month:	3
Leads pre-qualified:	240	Avg each year:	36

\*Appointment Setting is based on 15% of the pre-qualified leads converting into appt.'s from 173 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:	\$520	(\$0.65 per suspect)
Hours:	\$7,785	(\$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:** \$8,655

**Payment Plan for this program:** \$2,427 down & 4 monthly payments of \$1,557

**Discount for payment made in advance:** \$692

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

Using an average premium of **(\$40,000)** and a closing rate of **(20%)**, you can expect to close **(7.2)** appointments the 1<sup>st</sup> year that will yield **(\$288,000)** in new business premium/**(\$34,560)** 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.