



www.thegdgroup.com

Program Goal & Guarantee: 50 Appointments

<u>Pre-Qualifying Leads</u>		<u>*Appointment Setting</u>	
List of Suspects:	1,112	Avg each week:	0-1
Hours to pre-qualify leads & set appt.'s:	243	Avg each month:	4-5
Leads pre-qualified:	334	Avg each year:	50

*Appointment Setting is based on 15% of the pre-qualified leads converting into appt.'s from 243 hours of calling overall.

G&D Pricing Breakdown

<u>G&D Services</u>		<u>G&D Rate for Service</u>
List of Suspects:	\$722.80	(\$0.65 per suspect)
Hours:	\$10,935	(\$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: \$12,007.80

Payment Plan for this program: \$2,166.30 down & 9 monthly payments of \$1,093.50

Discount for payment made in advance: \$972

G&D ROI (Return on Investment)

Using an average premium of **(\$40,000)** and a closing rate of **(20%)**, you can expect to close **(10)** appointments the 1st year that will yield **(\$400,000)** in new business premium/**(\$48,000)** in commission if your average commission is **(12%)**. Overall, this would give you a **(399%)** return on your investment the 1st year with us.