



www.thegdgroup.com

Program Goal & Guarantee: 24 Appt.'s

<u>Pre-Qualifying Leads</u>		<u>*Appointment Setting</u>	
List of Suspects:	700	Avg each week:	0-1
Hours to pre-qualify leads & set appt.'s:	206	Avg each month:	2
Leads pre-qualified:	240	Avg each year:	24

*Appointment Setting is based on 10% of the pre-qualified leads converting into appt.'s from 206 hours of calling overall.

G&D Pricing Breakdown

<u>G&D Services</u>		<u>G&D Rate for Service</u>
List of Suspects:	\$455	(\$0.65 per suspect)
Hours:	\$9,270	(\$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: \$10,075

Payment Plan for this program: \$1,732 down & 9 monthly payments of \$927

Discount for payment made in advance: \$824

G&D ROI (Return on Investment)

Using an average premium of **(\$100,000)** and a closing rate of **(12%)**, you can expect to close **(2.88)** appointments the 1st year that will yield **(\$288,000)** in new business premium/ **(\$28,800)** in commission if your average commission is **(10%)**. Overall, this would give you a **(286%)** return on your investment the 1st year with us.