

LIFE LEADS		
A	A brand new lead (Direct Mail & Completed IVR)	DIRECT MAIL: \$67 IVR: \$41
A1	An "A" lead that was not purchased within 60 days becomes an "A1" lead OR A purchased "A" lead that has not made a sale after 30 days becomes an "A1" lead	\$7
B	An "A1" lead that was not purchased within 60 days becomes a "B" lead OR A purchased "A1" lead that has not made a sale after 30 days becomes a "B" lead	\$4
C	A "B" lead that was not purchased within 60 days becomes a "C" lead OR A purchased "B" lead that has not made a sale after 30 days becomes a "C" lead	\$2
D	A "C" lead that was not purchased within 60 days becomes a "D" lead OR A purchased "C" lead that has not made a sale after 30 days becomes a "D" lead	50¢

ADDITIONAL LEAD OPTIONS		
FE	A Final Expense lead	\$12
IPL	An Incomplete IVR Phone lead	\$3
Z	Door Knocker lead <i>(No phone number included)</i>	10¢