

DRIVE Your Sales!



Drive Your Sales Using the Senior Lead Program

What is the Senior Lead Program?

The Senior Lead Program is designed to give UA and Globe Life of New York Agents exclusive access to Turning-65 and Senior leads that can help you grow your business and your Agency – at no cost to you!

How Does It Work?

Contracted Agents who submit two or more pieces of commissionable business* that have issued within a 90-day period are eligible to enroll in the program. Once enrolled, Agents will receive 100 free T65 and Senior Leads monthly, for three months, directly from USADATA. As long as at least two pieces of commissionable business* are submitted and issued every 90 days, you'll continue to receive leads every month beyond the initial three monthly deliveries.

USADATA Guarantees:

- Each lead list is exclusive to you for two months – no competing with your fellow UA & GLNY Agents for the same prospects
- Phone Numbers are pre-scrubbed through the Do Not Call List
- 90 percent accuracy on phone numbers**
- 95 percent accuracy on addresses
- 98 percent accuracy on living status

USADATA will fill the balance of your order with 'Senior leads' — individuals from 65-69 years of age — if demand is high and there are not enough unique Turning 65 leads available to support 100 leads each month in a given area.

United American is here to help you drive your sales and establish a career with our Company. If you have any questions about the new Senior Lead Program, please don't hesitate to contact Training Department at ordermyt65@torchmarkcorp.com

* Excludes life insurance sales in New York

** Phone numbers not available in OH.

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