

# Prospecting List Program

## Overview

Prospecting lists are available from our vendor, Progressive Impressions International (Pii). Lists are provided from a national database of individual households that are checked against the National Do Not Call Registry and Home Office file. Once ordered, names will be "locked-out" from selection by other brokers for 90 days.

## Lead Format

Lists are sent via e-mail in an Excel spreadsheet.

## List Types

Pre-defined demographics are available by product as follows:

<i>Critical Illness</i>	Ages: 35 to 55 Head of household Income: \$50K plus
<i>Disability Income</i>	Ages: 25 to 54 Head of household Income: \$25K plus
<i>Long-Term Care</i>	Ages: 55 to 70 Head of household Income: \$50K plus
<i>Post-65 Med-supp</i>	Ages: 66 to 79 Head of household Income: \$50K plus Single-family residences and duplexes

Custom lists can be ordered by specifying the following criteria:

<b>Consumer List:</b>	<b>Business List:</b>
Age-Head of Household	Number of Employees
100% Phone	Sales Volume
Estimated Household Income	SIC code
Gender	
Homeowner probability	
Dwelling Unit Size	

Lists can be ordered by a number of variables including Zip Code, Radius, City, County, or State.

**Cost**

List Type (minimum)	Individual Names (250)	Business (100)	Cottage Business (100)
	.18 per name	.23 per name	.23 per name

**Order**

Orders can be placed by calling Pii directly at 888-427-1396. Orders must be charged to a Visa, MasterCard, American Express, or Discover.