



Pinnacle Financial Services

LEAD CARD PROGRAM

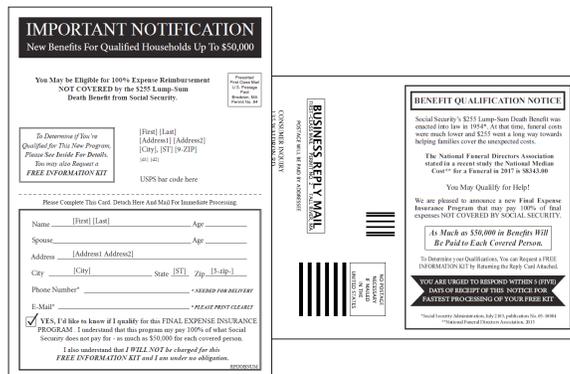
Pinnacle Financial Services has teamed up with RPI Printing & Marketing to deliver Leads to PFS Producers. This direct mail program is designed to be cost-effective and produce **FRESH, consistent, EXCLUSIVE** leads. The program also provides optional response mechanisms to deliver your leads INSTANTLY by phone or email instead of waiting for the reply cards to be returned by mail. BRC leads are delivered daily by email and the actual cards can be mailed to the agent to enhance a face-to-face meeting with the prospect.

RPI Printing will provide the printing and mailing services and work with PFS agents to build a custom mailing list as well as follow lead card marketing best practices. This will **provide personalized service, increased quality control, and enhance delivery times so the agent can contact the prospects as quickly as possible.** As part of each order, RPI will provide agents with a timely market analysis, full documentation the order was 100% fulfilled, and ongoing support to insure all leads are delivered and accounted for. Topics Include:

- **Annuities/Retirement Planning**
- **Long Term Care Insurance**
- **Health and Dental Insurance**
- **Social Security/Retirement Planning**
- **Life and Mortgage Insurance**
- **Final Expense Insurance**
- **Medicare/Medicaid Insurance**

What's the Price?

- 2000 = \$0.45 EA
- 3000 = \$0.42 EA
- 5000 = \$0.40 EA
- 10000 = \$0.34 EA
- 15000 = \$0.33 EA



What's included in the price of the direct mail packages?

- Your Choice of Standard Paper Colors (White, Pink, Canary, or Cosmic Orange)
- Standard Mailing List: Geography, Household Income, Age, Marital Status
- Printing, Production, and Postage to Deliver Your Mail to your Prospects
- Exclusive Campaign Code to Maintain 100% Exclusivity and Protect Your Leads
- Reply Card Leads are Scanned and Emailed Daily to the Agent
- Market Analysis and Best Practice Recommendations



To Place an Order, Call: 800-772-6881 x7731
or Email: sales@pfsinsurance.com



Pinnacle Financial Services

FINAL EXPENSE LEAD CARD PROGRAM

What Options Should I Consider? (at an additional cost)

- Landing Pages with Custom URL's to Receive and Respond to Leads INSTANTLY!
- 24 X 7 Telephone Lead Capture Service with an Exclusive 800 Number
- Premium Demographics: Homeowners, Ethic Selects, Phone Numbers, Dates of Birth, Email Addresses
- Premium Paper Color Stocks and Lead Card Sizes to Differentiate Your Mail
- Digital Advertising: Email Blasts, Facebook, Pay-Per-Click, and Search Engine Optimization
- Matching Door Hangers with Your Contact Information and Exclusive Offers

OTHER QUESTIONS & ANSWERS:

How is the mailing area determined?

Geography is determined by matching the quantity of mail pieces with local households most likely to respond to the particular message. We will work with the producer to suggest appropriate ages, household income, and specific geographical selects.

Some of the possible geographic selects include zip codes, carrier routes, counties, and states and we can also map a specific area. Our advisors will suggest best practice demographics after taking a satellite view of the market with respect to the location of the venue and the producer's offices.

How does the 800 phone service and lead landing page work?

We will set up individual accounts and toll free lines on behalf of the agent using an external vendor Teledirect. Their system is very user friendly and Plum we will provide a free user guide and basic instructions to a seminar agent to assist in the management of their seminar. Respondents call toll free number, register their contact information - this is emailed instantly to the agent.

A landing page with dedicated URL will be set up for a lead card campaign. The landing pages will be topical with language mirroring the lead cards. Respondents can log on and enter their lead information instantly (versus a delayed receipt of the reply card or calling a phone number). The lead information is emailed instantly to the agent.

How does RPI Printing & Marketing work?

Once a producer expresses interest, we assign the case to an advisor based on certain parameters. We have a team of advisors who specialize in lead card marketing services. Once RPI is alerted, an advisor would reach out to the producer to process basic intake information and start a case. Once we understand a producer's marketing history, preferences, budget and timing we will recommend a solution.

All details and costs are disclosed entirely and if the producer chooses to move forward we will walk them through the next steps. As a producer's campaign progresses, the advisors will be monitoring and contacting them at critical stages. RPI Printing is copied on all leads, seminar registrations, and/or appointment registrations.



**To Place an Order, Call: 800-772-6881 x-7731
or Email: sales@pfsinsurance.com**



Pinnacle Financial Services

FINAL EXPENSE LEAD CARD PROGRAM

How is the mailing area determined?

Geography is determined by matching the quantity of mail pieces with local households most likely to respond to the particular message. We will work with the producer to suggest appropriate ages, household income, and specific geographical selects. The minimum order is 1000.

Some of the possible geographic selects include zip codes, carrier routes, counties, and states and we can also map a specific area. Our advisors will suggest best practice demographics after taking a satellite view of the market with respect to the location of the venue and the producer's offices.

How does the 800 phone service and lead landing page work?

We will set up individual accounts and toll free lines on behalf of the agent using an external vendor Teledirect. Their system is very user friendly and Plum we will provide a free user guide and basic instructions to a seminar agent to assist in the management of their seminar. Respondents call toll free number, register their contact information - this is emailed instantly to the agent.

A landing page with dedicated URL will be set up for a lead card campaign. The landing pages will be topical with language mirroring the lead cards. Respondents can log on and enter their lead information instantly (versus a delayed receipt of the reply card or calling a phone number). The lead information is emailed instantly to the agent.

How does RPI Printing & Marketing work?

Once a producer expresses interest, we assign the case to an advisor based on certain parameters. We have a team of advisors who specialize in lead card marketing services. Once RPI is alerted, an advisor would reach out to the producer to process basic intake information and start a case. Once we understand a producer's marketing history, preferences, budget and timing we will recommend a solution.

All details and costs are disclosed entirely and if the producer chooses to move forward we will walk them through the next steps. As a producer's campaign progresses, the advisors will be monitoring and contacting them at critical stages. RPI Printing is copied on all leads, seminar registrations, and/or appointment registrations.

How does RPI Printing & Marketing work?

Once a producer expresses interest, we assign the case to an advisor based on certain parameters. We have a team of advisors who specialize in lead card marketing services. Once RPI is alerted, an advisor would reach out to the producer to process basic intake information and start a case. Once we understand a producer's marketing history, preferences, budget and timing we will recommend a solution.

All details and costs are disclosed entirely and if the producer chooses to move forward we will walk them through the next steps. As a producer's campaign progresses, the advisors will be monitoring and contacting them at critical stages. RPI Printing is copied on all leads, seminar registrations, and/or appointment registrations.



***To Place an Order, Call: 800-772-6881 x-7731
or Email: sales@pfsinsurance.com***

