

## ZipQuote Agent Spotlight: Lee Hudson

Find out how this ZipQuote Elite agent achieved a \$50 cost per policy!



Lee Hudson became a State Farm agent licensed in Virginia and North Carolina back in 2017, and he has been a ZipQuote customer ever since. Recently, Lee was selected to join ZipQuote Elite, an exclusive program for high-volume lead buyers.

Lee shared that ZipQuote has been an essential partner in helping his agency reach their closed policy goals. During the first half of 2020, Lee's agency has written more than 300 policies, thanks in large part to his strategic partnership with ZipQuote.

At ZipQuote, we know that agent success isn't measured solely by the number of policies written, but also by the return on marketing investment. Lee shared, "Our cost per policy is about \$50 [with ZipQuote]." He added, "The ROI has been great and has given us the opportunity to have hundreds of good conversations this year alone to bring in good customers."

So, what's the secret to maintaining such a strong cost per policy? Leveraging high-intent leads — and cross-selling! "We absolutely cross-sell. [Our] average number of items is 2.5, but we are working to get to 3."

Strong performance metrics are great to see, but at ZipQuote, we don't stop there. We strive to provide a first-class, efficient and intuitive user experience, both on and off our platform. Commenting on this, Lee shared, "We like ZipQuote because of the customer service, the volume of leads available, and the easy-to-use website. The audit process for returns is also super user-friendly!"

### Benefits Of Being An Elite Agent:



Dedicated, senior client  
Success representative



Access to exclusive  
pricing/promotions



Monthly account reviews  
that include sourcing optimization



Hands-on training for  
anyone in your office



Invitations to exclusive  
ZipQuote Elite events

Want to learn more about how ZipQuote can help your agency?  
Contact us at **855-947-7868** or **[sales@zipquote.com](mailto:sales@zipquote.com)**

# The ZipQuote Difference

## Internally-Generated Leads

### Limited Lead Distribution



Every internally-generated lead is resold a maximum of 3 times, ensuring that agents working ZipQuote leads have the best opportunity to write more policies.

### Exceptional Quality



No incentivized or bad leads here. We screen our internally-generated leads in alignment with rigorous quality-control standards to eliminate lead duplication.

## Streamlined Platform

### Personalized Control



We recognize that your business works leads faster and more efficiently when you can optimize your own delivery schedule to fit your needs.

### Efficiency



As a lead generator in districts across the nation, we'll ensure you have access to a high-quality stream of prospects as soon as you need them.

## Reliable Customer Service

### Dedicated Account Strategist



Our Expert Advice Team will fully support your business objectives by optimizing and customizing ZipQuote products and services to fit the needs of your business.

### Immediate Live Support



Nationwide office hours. Our Agent Support and Expert Advice teams are available from 9:30am EST to 4pm PST, Monday to Friday.



### Pause

Press pause on orders whenever you want.



### Returns

Return leads with a click of a button.



### No Contracts

Experience the freedom of not signing on the line.