

AGENT RECRUITMENT

RGI

PRODUCT SHEET ▶ LEAD GENERATION ▶ AGENT RECRUITMENT

Data-Driven, Online Lead Generation for Careers in the Insurance Industry.

THE RGI PROCESS RESULTS IN LEADS THAT FIT YOUR IDEAL CANDIDATE PROFILE

RGI conducts a pre-assessment of ideal and best performing candidates by utilizing several attributes and the RGI database.



RGI Agent Database

Unique Attributes, such as:

- + Contracted Carriers
- + Geography
- + Date of Birth
- + Years Licensed
- + Gender



RGI Consumer Database

600+ Unique Attributes, such as:

- + Occupation
- + Ethnicity
- + Hobby
- + Marital Status
- + Education
- + Personal Debt



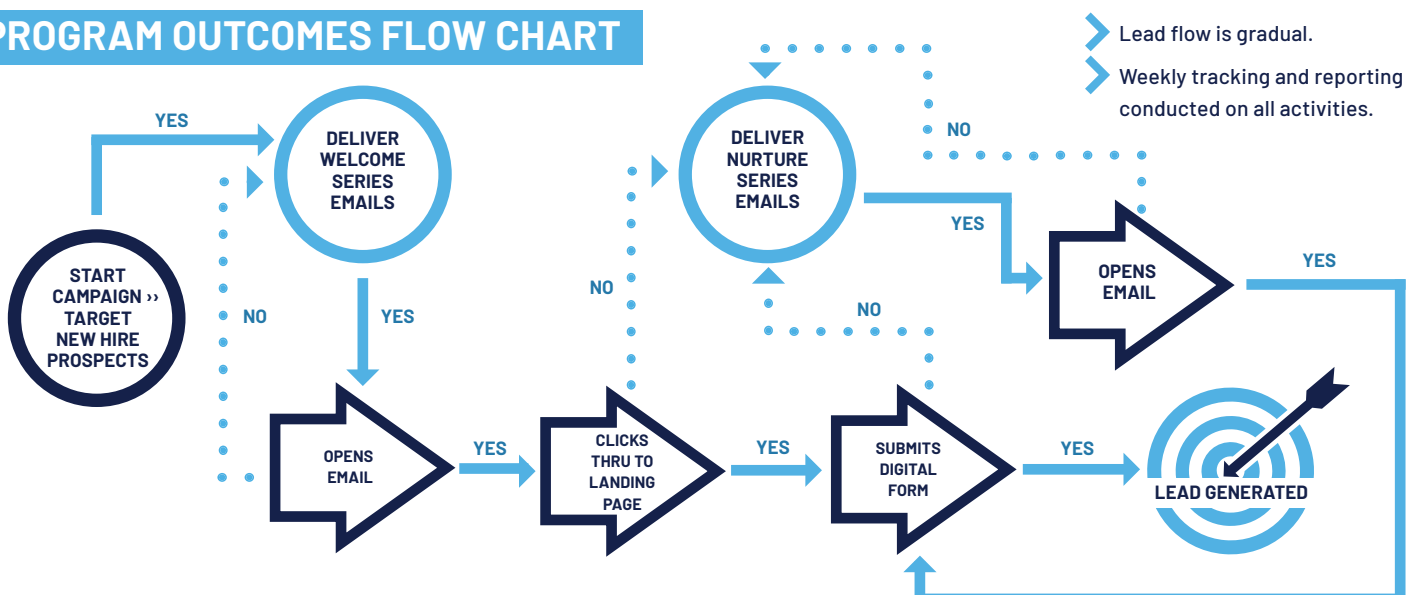
Your Ideal Candidates

Upon program launch, you will receive access to targeted, successful, prospective candidates.

The goal of the program is to find high quality prospective agents in areas with high lead availability.



PROGRAM OUTCOMES FLOW CHART



AGENT RECRUITMENT PROGRAM INVESTMENT

Each program and corresponding campaigns are customized to meet the specific needs of the client.



Campaign Strategy, Design and Development Fee

- ▶ Setup includes consultation, strategy & campaign development
- ▶ Creative development includes concept to final approval of creative design, customizations and messaging



Monthly Campaign Management Retainer

- ▶ Weekly report generation and status meetings
- ▶ Monitoring, modifying, and optimizing the campaign in order to increase results



Data Access Fee

- ▶ One-time data fee, per campaign
- ▶ Accessing and utilizing RGI database(s)