



.....15 Years and still rolling.....

Open MIC is open for anyone.

9:00: AM Pacific Thursday 800 504-8071 Code is 5556463

IF YOU WOULD LIKE TO FIND OUT MORE ABOUT US

CALL OR EMAIL

ANTHONY OWEN

888-74**AGENT** (24368)

tony@annuityagentsalliance.com

OR VISIT OUR WEBSITE



Annuity | **Agent's Alliance**
Real Help From Real Agents.



Jonathan learning Marksmanship with my BB gun at the beach.



Summer Hiatus, Open MIC will be back in September.

Root for us at the Boise State-Michigan State game in East Lansing, August 31...Go Broncos!

Words of Wisdom

"If you are going through hell, keep going."

Winston Churchill

Shaun has a big announcement that can get you free leads for the rest of the year. Life Leads.....call Shaun

Speaking of leads, we have them, a steal at \$27 each....look at these example of availability. Call Shaun for your specific state....he can hook you up....at \$27 a killer life lead price and they are **exclusive!**

The weekly industry webinars started this week....were you there?

Shaun Ebben:

www.annuity.com/agenttools

President of Annuity.com Life Division



We have two topics on Open MIC this week. **Leads and Income Riders.**

We have two guests, Kevin Dufficy and Tom Bradley.

Don't be confused about leads...it is all covered for you.



Let's start with Kevin and leads....Scrubbed leads!

From Tony, how to order scrubbed leads on the Annuity.com site.....

Hello Partners,

When ordering the "Scrubbed Leads" you do not need to establish a second account. Log on to your existing account at

<http://www.annuity-admin.com/agents/admin/index.php?>

where you ordered your "Premium Leads" and:

Click on "My Account"

Click on "Edit Account"

Click on "Edit" next to Lead Type & Cost

From there you can chose to Premium Leads, Scrubbed Leads, or both.

Click "Continue"

Verify the leads you want are documented next to "Lead Type & Cost"

Click "Save & Continue"

If you were already ordering Premium Leads and wish to add Scrubbed Leads (in other words, buy both types) there is a bug that will not allow you to choose both. We are working on getting it fixed. Email me and I will manually get both leads ordered for you. For those of you that were already ordering the Premium Leads at \$88 per lead your price will stay the same (\$98 otherwise with the discount due to \$10 price increase). As a reminder, your discount code is "Agent911".

Thanks for the biz,

Anthony R. Owen

[Annuity Agents Alliance](#), Co-Founder

[Annuity Innovation Systems, LLC](#), Vice President

[Annuity.com](#), Annuity Marketing Consultant

[Eagle Shadow Financial, LLC](#), Vice President

Office: 303-284-3582

Cleaned, pre-qualified, scrubbed annuity leads.

pre-qualified, cleaned and scrubbed leadsless than "*advisor world*".....email kevin@annuity.com for details....\$195 each, will definitely be interested in annuities....full national launch begins in late august.....testing is available now



The Scrubbed Lead Program

The strongest brand in the business just gotten stronger!

-  Leads are verified by phone
-  Leads answer "qualifying questions"
-  Leads are 100% exclusive
-  Average age: 62 years old
-  Average investment amount: \$128,000
-  No pre-payment & no contracts

Only \$195 per lead!

How does it work?

- 1** A consumer fills out a form or calls our 800 number, requesting information or guidance on annuities. Our leads come from the Annuity.com website, Google & Yahoo Search, other financial websites, radio and television.
- 2** Every lead is then called by one of our trained phone staff. During the phone call, the following information / data points are collected:
 - The type of annuity they are interested in
 - The amount & location of their money to invest
 - Their time frame for a potential annuity investment
 - The best time they can be reached by phone
 - Any additional information / notes we are able to gather...
- 3** The lead is then delivered to you in real-time (by text & email). When you follow-up, the prospect will be expecting your call.

How do you get started?

Sign-up at Annuity.com (via the For Agents section), using our Self-Service Wizard. You can create your account, set-up your geographical area, set your weekly lead limits and set-up your lead notification. The process takes about 5 minutes...

Still have questions? Contact us at: support@annuity.com



Frequently Asked Questions

What is the difference between a Premium and Scrubbed lead?

The primary difference is that a scrubbed lead has been contacted and asked a variety of questions pertaining to their interest in purchasing an annuity. These notes are passed on to the advisor with the understanding that the lead is anticipating a follow up call with customized rates and quotes.

Is a Premium lead a lower quality lead than a Scrubbed lead?

No, the origin of the lead is the same. We have very strict standards on how quickly we receive and call on a leads request for Annuity Rates and Quotes. If we did not have a caller available to speak with the prospect (and "scrub" them) within 5 minutes, we would then qualify this lead as Premium. The quality and origin of both types of leads are exactly the same. The difference is whether we do the initial legwork for you or not.

Do Scrubbed Leads agents get priority over Premium Lead agents?

Whenever possible we try prioritize the scrubbed lead agents first. This does not mean that if you are a Premium Lead agent you will not get leads, as we do not have agents covering every zip code taking unlimited numbers of leads, nor do we have call center agents standing by 24/7 to scrub leads.

Are leads truly exclusive?

Yes. Our leads are sold to one agent, and one agent only. Also, we do not re-sell the lead at a later date as many lead providers do. Once you pay for a lead, it is for you to follow-up and cultivate.

How many leads will I receive in my territory?

This is a very common question and the very simple answer is "it depends." It depends on the size of your territory, the lead volume in that territory, and whether there are other advisors who may overlap with you in your territory. As a company we monitor where our advisors are located and will increase our lead efforts in areas where we have multiple lead buyers. The good news is you only pay for a lead once you've received it.

How do you handle more than one advisor in a territory if the leads are exclusive?

The leads are distributed on a round-robin basis. For example, if there are 2 advisors purchasing Premium Leads and covering the same territory, they will be distributed on an alternating basis, taking into account their maximum weekly lead count

When will I get my first lead?

This is another common question and one that does not have a definitive answer. It will depend on the size and density of your territory as well other advisors who may also share your territory. Our goal is to get you quality leads over quantity.

What is your return policy?

You may submit your request to reject a lead via your online lead management system. We will accept your request if the lead turns out to be another advisor, a student, a disconnected or fax number. There will always be additional gray areas and we will handle these on a case-by-case basis.

Is there a lead minimum?

There are no lead minimums, no prepayments and no contracts.

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Hey Bill,

Oxford - Just dropped their 10% bonus product and now have a 7% bonus product. Still competitive in certain scenarios though

Equitrust - Number 1 income rider in the industry right now. Up to a 12% premium bonus, 7% growth rate on the income rider, high payout factors. Just got upgraded from B+ to B++.

American Equity - Still a great income rider. They have not made any changes lately. They are number 2 in income second only to Equitrust. Best A- rated or better company with an income rider.

Tom Bradley



Big Truck Questions

Questions for the Owen's Brothers from the Crew

Chad and Tony will return after hiatus.....



Dave has some product updates...

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