……15 Years and still rolling…….

Open MIC is open for anyone.

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

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Next week is Thanksgiving!

Words of Wisdom

Johnny Carson: Thanksgiving is an emotional holiday. People travel thousands of miles to be with people they only see once a year. And then discover once a year is way too often.

Our grandson is 10, here are some favorites:

- Why did the pilgrim's pants keep falling off?
  The buckle was on his hat!
- Why did the turkey eat his meal so quickly?
  Because he was a gobbler.
- If the Pilgrims were alive today, what would they be most famous for?
  Their age!

On a serious note, on behalf of Dave, Kathy, Phyllis and me, thanks for being part of this crew. We are very thankful.

BB

Here is a simple handout I used for a estate tax life insurance case...feel free to copy and use, but never give tax advice or legal advice unless you are authorized to do so.....BB

Estate Taxes Information

- The estate tax is not a tax on death. It's a tax on the transfer of assets at death.
- Estate taxes are due on death of last surviving spouse
- Estate Taxes are due within 9 months of 2nd death
- The net taxable estate is the difference between the appraised value of the estate assets minus charitable bequeaths, minus congressional allowed spousal credit, and minus estate settlement expenses.

As example only:

An estate valued at $5,000,000 in 2013 could have a federal tax liability of nearly $2,000,000

$5,000,000 Asset Value

-*$1,000,000 Charitable Gift and Estate Settlement*
-*$1,000,000 Federal Estate Tax Credit*

$3,000,000 Net Taxable Estate

$1,650,000 due

- Current 2012 Spousal Credit is $5,120,000 which January 1, 2013 reduces to $1,000,000

- Under current law, the surviving spouse is granted full use of the deceased Spousal Credit ($5,120,000 in 2013). This exclusion is set to end January 1, 2012.
- The current net taxable rate is 35% of the taxable estate (liability), this increases on January 1, 2013 to 55%
- IRA, 401(k) and other qualified money are still taxed as income and not allowed "Step Up" in basis at death, they are still included in the Estate Tax Liability calculation.
- Capital gains tax rates increase from 15% to 20% in 2013. Assets (other than non-qualified assets), receive a tax holiday and pay no capital gains for assets transferred due to inheritance.

Some states also have estate tax liability, Here is a link to check state inheritance taxes

http://www.bankrate.com/finance/personal-finance/check-estate-taxes-in-your-state.aspx

--

wwww.finra.org is a good source of bond information, I share it with my clients and prospects directly from the website, go to the belly of the beast for help in competing against bonds.....BB

There are three important things to know about bonds, they will help you explain bonds to your clients and prospects and learning these three points will allow you to compete against bonds.

- Interest paid on issue date: the original interest yield at issue
- Yield to call: The yield to call is the interest rate paid until a call is executed by the bond issuer.
- Yield to maturity: The yield to maturity is the interest rate that brings a bond's original value, principal payments and interest payments.

Here are other terms you will need to know to be well versed in bonds:

- Par value: issue value always at 100
- Bond maturity date: The total # of years until the original principal (face value) is repaid back is called the **"Maturity Date"**. Therefore, the above bond example has a maturity of 20 years.

- Bond term in years: 10-30 years normally
- Callable date: date the bond issuer can recall the bond and pay bond owner
- Callable premium: an occasional extra $ to sooth bond owner

What's a Bond?

Bonds are debt instruments. When you buy a bond, you are loaning someone money. A bond is a loan that an investor makes to a corporation, government, federal agency or other organization. Consequently, bonds are referred to as debt securities. Bond issuers offer interest and a payback time period for the original bond purchase (maturity).

Bonds have a set maturity date—a specific date when the bond must be paid back at its face value, called **par value**.

A bond's **term**, or years to **maturity**, is set when it is issued. Bond maturities range from one to 30 years. When the bond is issued, the **interest rate** is set.

As an example:

GM issues 20 year corporate bonds paying 5% per year, paid quarterly, with redemption of principal in 20 years.

This means that a bond purchased at original issue and held to maturity (20 years) would earn 5% annually, paid quarterly.

Bond issuers can also issue bonds which give them an advantage should future situations so dictate.

Callable bonds allow the issuer to retire a bond before it matures if it is in the bond issuers best interest. Generally if interest rates are lower than the original interest, bonds are called and re-issued at the lower rate. .

Here is one of my standard sales tips to convey the concept of Callable Bonds to a client or prospect.

Use the **"Back Door Escape Hatch"** to Compare Bond and Annuity Benefits!

This tip really works when you are dealing with a prospect who owns bonds. Almost all bonds issued in today's market have a **callable feature** to them.

The **“callable”** feature means that if the bond issuer can offer the same bonds at a lower interest rate than they are currently paying, they will "call" the bonds and reissue.

The risk to the bond buyer is two-fold:

1. The bond owner will receive the funds from their bond being called and be forced to look at lower interest options because general market interest rates are lower.

2. If the bond is not called, that would mean that interest rates in general are higher. The bond owner is then **"stuck"** with the bond they own and it is paying less than the prevailing general interest rates.

When I meet someone who owns bonds with a callable feature I always say this:

"Mrs. Jones, it appears that you bought a bond with a back door escape hatch. This means the bond company can change the rules if it is in their best interest."

I then explain to her what happens and how she will always be at a disadvantage. Here is a little more about callable bonds.

Callable: Subject to payment of the principal amount (and accrued interest) prior to the stated maturity date, with or without payment of a call premium. Bonds can be callable under a number of different circumstances, including at the option of the issuer, or on a mandatory or extraordinary basis.

Use the "back door escape hatch" information to help your prospect understand more about their bond holdings.

Back to our example:

GM issues 20 year corporate bonds paying 5% per year, paid quarterly, with redemption of principal in 20 years.

******GM adds the "callable" feature which states that in 10 years from the original issue date, GM can call the bonds, payoff the bond owners and satisfy their obligation.**

Premium to bond owner for a callable bond: Some bond issuers will add a small "premium" to the call value of a bond to attempt to satisfy an unhappy bond owner. This is usually $10 per $1,000 of bond original value. It would be shown as Callable at 101. Bond par is always 100 so 101 would be an extra $10 payable if the bond were called.

Premium and discount

Probably no concept is more difficult for agents (and clients) to learn than "premium and discount". The same goes for clients and prospects, I can't tell you the number of times I have had the client call their stockbroker to get current values because of their misunderstanding this concept.

To begin, bonds issued on the original issue date earn the quoted interest and can expect their funds returned at the maturity date. In our example of GM bonds, the original purchaser would receive 5% **annually paid quarterly until the maturity date (20 years)**

Once the bond is issued, the value of the bond will change almost daily......

Important: *The value is based on if the bond is to be* ***sold prior to maturity****. The value of the bonds is based on its relationship with outside general rates.*

Premium: *As with our example, the bond paying interest of 5%, now general interest rates drop, the 5% is more attractive so if the bond is sold, it would be sold at a premium.*

Remember, all bonds are priced at PAR, and par is always 100.

If the bond were sold at a premium (above par) then the yield for the new purchaser would be less than the original interest of 5%. As an example, the bond sells for 102 (2 above par) the interest on the bond will always remain the same (5%) but since it was bought at premium (102) the new owner of the bond would have had to invest more than the original price and there for his yield would be less than 5%.

Discount: *The opposite of premium, when general interest rates climb, the 5% bond might not look like a good deal. If the bond owner wishes to sell the bond and find something with a higher interest rate of return for the money, the bond will need to be sold at a discount (lower than it was originally purchased for)*

Remember par is 100 so a discount might mean selling for 98 (2 points lower than par)

For example, consider a bond selling for $1000.

Discount (Less than Original)	Premium (More than Original)
Bonds sold at 97.5 of Face Value =	Bonds sold at 101.5 of Face Value =
Bond Price = $1000 Sold at 97.5 = 0.975 x $1000	Bond Price = $1000 Sold at 101.5 = 1.015 x $1000
Discounted Bond Price = $975	**Premium Bond Price = $1015**

How to Calculate Bond Yields

The key piece of information to know about a bond in order to compare it with other potential investments is the yield. You can calculate the yield on a bond by dividing the amount of interest it will pay over the course of a year by the current price of the bond.

If a bond that cost $1000 pays $75 a year in interest, then its current yield is $75 divided by $1000, or 7.5%.

$$\text{Current yield} = \frac{\$75}{\$1000} = 0.075 = \mathbf{7.5\%}$$

Q. If you paid a "premium" of $1100 for the bond listed above at $1,000, would your yield as the new bond owner be more or less?

A. Less

$$\text{Current yield} = \frac{\$75}{\$1100} = 0.068 = \mathbf{6.8\%}$$

Q. If you bought at a "discount" of $900 for the bond listed above at $1,000, would your yield as the new bond owner be more or less?

A. More

$$\text{Current yield} = \frac{\$75}{\$900} = 0.083 = \mathbf{8.3\%}$$

How is this information helpful to us as annuity agents?

The move by Baby Boomers to safety has caused many brokers to urge the purchase of bonds as the best choice. Many new bond owners do not understand the "yield" to maturity and the "yield" to call.

Many people I have spoken with over the years are convinced the original interest rate quoted in the bond is what they are earning....if the bond was purchased in the secondary bond market, that is not true. The yield will be either higher or lower depending on ***Premium or Discount.***

Knowing the difference and being able to explain the bond market to your clients and prospects will make more annuity sales than any other topic. It cna be a money machine for you....BB

Here is another question for you.

Q. With interest rates at a historical low level, what will happen to the value of a clients bonds if interest rates increase in the future?

Q. What do you think the likelihood of interest rates remaining at this low level for the next year? 5 years? 10 years?

Q. A male born in 1946, what is his expected life expectancy?

19.4 years

Q. What is the US Governments forecast for rate of inflation over the next 20 years?

3.9%

Q. Why would anyone buy bonds at this time in history?

The perceived need for safety.

Yields That Matter More

Current yield only take you so far down the path of estimating the return your bond will deliver. They also aren't much help if your bond is called early.

- **We have discussed this…now how does it relate when considering the second part….Yield to maturity (YTM)** is the overall interest rate earned by an investor who buys a bond at the market price and holds it until maturity.

- **Yield to call (YTC)** is figured the same way as YTM, except instead of plugging in the number of months until a bond matures, you use a call date and the bond's call price. This calculation takes into account the impact on a bond's yield if it is called prior to maturity and should be performed using the first date on which the issuer could call the bond.

The same rules apply if the bond was purchased in the secondary market, buying at a discount or at a premium will give you a different calculation for the YTC.

- **Yield to worst** **(YTW)** is whichever of a bond's YTM and YTC is lower. If you want to know the most conservative potential return a bond can give you—and you *should* know it for every callable security—then perform this comparison.

Calculate the absolute worst thing that can happen with yields, help your client and prospect understand their situation

Three Cardinal Rules

- When interest rates rise—bond prices generally fall.
- When interest rates fall—bond prices generally rise.
-
- Every bond carries interest rate risk.*****

*****

- **Default and Credit Risk**

If you have ever loaned money to someone, chances are you gave some thought to the likelihood of being repaid. Some loans are riskier than others. The same is true when you invest in bonds. You are taking a risk that the issuer's promise to repay principal and pay interest on the agreed upon dates and terms will be upheld.

- **Inflation Risk**

This is the risk that the yield on a bond will not keep pace with purchasing power (in fact, another name for inflation risk is **purchasing power risk**).

- **Liquidity Risk**

Some bonds, like U.S. Treasury securities, are quite easy to sell because there are many people interested in buying and selling such securities at any given time. These securities are liquid. Others trade much less frequently. Some even turn out to be "no bid" bonds, with no buying interest at all. These securities are illiquid. Liquidity risk is the risk that you will not be easily able to find a buyer for a bond you need to sell.

- ***Event Risk***

Mergers, acquisitions, leveraged buyouts and major corporate restructurings are all events that put corporate bonds at risk, thus the name event risk. Other events can also trigger changes in a company's financial health and prospects, which may trigger a change in a bond's rating. These include a federal investigation of possible wrongdoing, the sudden death of a company's chief executive officer or other key manager, or a product recall. Energy prices, foreign investor demand and world events also are triggers for event risk. Event risk is extremely hard to anticipate and may have a dramatic and negative impact on bondholders

Currently, many corporate bonds are offering a higher than CD/Annuity interest rate. Let's have a quick look at corporate bonds.

Types of Corporate Bonds

There are two concepts that are important to understand with respect to corporate bonds. The first is that there are classifications of bonds based on a bond's relationship to a corporation's capital structure. This is important because where a bond structure ranks in terms of its claim on a company's assets determines which investors get paid first in the event a company has trouble meeting its financial obligations.

Secured Corporate

In this ranking structure, so-called senior secured debt is at the top of the list (senior refers to its place on the payout totem pole, not the age of the debt). Secured corporate bonds are backed by collateral that the issuer may sell to repay you if the bond defaults before, or at, maturity. For example, a bond might be backed by a specific factory or piece of industrial equipment.

Junior or Subordinated Bonds **(see chart below regarding debt standing)** (see number 10 in FINRA helpful hints at bottom bond presentation)

Next on the payout hierarchy is unsecured debt—debt not secured by collateral, such as unsecured bonds. **Unsecured bonds**, called **debentures,** are backed only by the promise and good credit of the bond's issuer. Within unsecured debt is a category called subordinated debt—this is debt that gets paid only after higher-ranking debt gets paid.

Who Gets Paid First?
1. Secured (collateralized) bondholders
2. Unsecured bondholders
3. Holders of subordinated debt

4. Preferred stockholders
5. Common stockholders

However, other types of claims also may have priority over the issuer's remaining assets over the claims of all bondholders (*e.g.*, certain supplier or customer claims). Therefore, although bondholders generally are paid prior to stockholders in a bankruptcy proceeding, this may offer little comfort if the issuer's assets are reduced to zero by other creditors that have the right to be paid before bondholders of a particular class of bonds.

Investment and Non-Investment Grade Corporate

Corporate bonds tend to be categorized as either investment grade or non-investment grade. **Non-investment grade bonds are also referred to as "high yield"** bonds because they tend to pay higher yields than Treasuries and investment-grade corporate bonds. However, with this higher yield comes a **higher level of risk**. High yield bonds also go by another name: **junk bonds.**

Q. Explain this bond offering?

This is a Muni for sale in the secondary marketplace....

IL ILLINOIS ST REF-SER B

Interest: **5.25%** Callable, call date 1-1-15

maturity_date: Jan 01, 2020

price: 115.827 **(premium)**

moody's rating: BBB

Yield to call: 1.95%

yield to maturity: 2.808%

amount available: $10,000

min purchase: $10,000

Principal Amount: $11,582.70

Accrued Interest: $154.58

Your Total Investment: $11,737.28

A word about taxes....Corporate taxes

Interest

The interest you receive from corporate bonds is subject to federal and state income tax.

Gains and losses

You may generate capital gains on a corporate bond if you sell it at a profit before it matures. If you sell it up to a year from purchase, the gains are taxed at your ordinary rate. If you sell it more than a year from purchase, your capital gains are considered long-term and are currently taxed at a maximum rate of 15%. (2013 increases to 20%)

Conversely, if you sell a bond for less than you paid, you may incur a capital loss. You may offset an unlimited amount of such losses dollar-for-dollar against capital gains you have realized on other investments (bonds, stocks, mutual funds, real estate, etc.). If your losses exceed your gains, you may currently deduct up to **$3,000 of net capital losses annually** from your ordinary income. Any capital losses in excess of $3,000 are carried forward and can be used in future years. (These rules apply to the sale of shares in bond funds as well as to individual bonds.)

Mutual Funds

Many of our clients and prospects may be drawn to mutual funds. Mutual funds buy 1000's of funds and spread the risk amongst many funds instead of just one bond.

Mutual funds have fees, fees for acquisition, fees for bond buys and sells, fees for management and fees for ongoing sales expenses.

The combination of fees can often be in excess of 2-3% of the account value based on the fund family and other issues.
In addition to fees, here are other differences between individual bonds and buying bonds via mutual funds.

Bonds Versus Bond Mutual Funds

Individual bonds and bond funds are two very different animals (see Comparing Bonds and Bond Funds) Understanding how bond funds and individual bonds differ will help you assess which is the best investment option for you. Here are four factors you should consider:

1. **Return of Principal.** Unless there is a default, when an individual bond matures or is called, your principal is returned. That is not true with bond funds. Bond funds have **no obligation** to return your principal. With a bond fund, the value of your investment fluctuates from day to day. While this is also true of individual bonds trading in the secondary market, if the price of a bond declines below par, you always have the option of holding the bond until it matures and collecting the principal.
2. **Income.** With most fixed-rate individual bonds, you know exactly how much interest you'll receive. With bond funds, the interest you receive can **fluctuate with changes** to the underlying bond portfolio. Another consideration is that many bond funds pay interest monthly opposed to semiannually, as is the case with most individual bonds.
3. **Diversification.** With a single purchase, a bond fund provides you with instant diversification at a very low cost. To put together a diversified portfolio of individual bonds, you'll need to purchase several bonds, and that might cost you $50,000 or more. Most mutual funds only require a minimum investment of a few thousand dollars.
4. **Liquidity.** Virtually all bond funds can be sold easily at anytime at the current fund value (NAV). The **liquidity of individual bonds**, on the other hand, can vary considerably depending on the bond. In addition to taking longer to sell, illiquid bonds may also be more expensive to sell.

I found this on the **FINRA** website, I made notes in red and highlighted some of their points.

Tips Before You Invest

Here are 10 valuable tips to consider before you invest in bonds or bond funds:

1. Define your objectives. Is your investment objective to have enough money for your child's college education? Is your goal to live comfortably in retirement? If so, how comfortably? You probably have multiple goals. Lay them all out and be as precise as you can. Remember: **If you don't know where you're going, you'll never arrive.** **(Fact finding is important....BB)**

2. Assess your risk profile. Different bonds and bond funds, like stocks and stock funds, carry different risk profiles. Always know the risks before you invest. It's a good idea to write them down so they are all in plain sight**. (risk can be inflation issues also, how would you deal with a bond portfolio decreasing in value based on interest rates increasing....BB)**

3. Do your homework. You're off to a good start if you've come this far—but keep going. Read books and articles about bond investing from the library. Look up information on the Web. Start following the fixed-income commentary on financial news shows and in newspapers. Familiarize yourself with bond math. You should also read the bond's offering statement. It's where you will find a bond's important characteristics, from yield to the bond's call schedule.

4. If you're considering buying a bond fund, read the prospectus closely. Pay particular attention to the parts that discuss which bonds are in the fund. For instance, not all bonds in a government bond fund are government bonds. Also, pay attention to fees. Individual bonds also have prospectuses, which derive information from a bond's indenture, a legal document that defines the agreement between bond buyer and bond seller. Ask your broker for a copy of the prospectus or indenture to read it. **(Funds, commissions, fees, ongoing expenses, make sure your clients and prospects are informed....BB)**

5. If you're buying individual bonds, locate a firm and broker specializing in bonds. Not all firms, and not all brokers, know the bond business. Talk to a number of brokers, and find one you are satisfied with. Make sure your broker knows your objectives and risk tolerance. Check broker credentials and disciplinary history using FINRA BrokerCheck. **(remember FINRA allows for expunging of records now)**

6. Ask your broker when, and at what price, the bond last traded. This will give you insight into the bond's liquidity (an illiquid bond may not have traded in days or even weeks) and competitiveness of the pricing offered by the firm**. (ratings are very important)**

7. Understand all costs associated with buying and selling a bond. Ask upfront how your brokerage firm and broker are being compensated for the transaction, including commissions, mark-ups or mark-downs. If you're not buying a Treasury bond, it's a good idea to assess whether the additional return is worth the added risk.

8. Plan to reinvest your coupons. This allows the power of compounding to work on your behalf. It's a good idea to establish a "coupon account" before you start receiving coupons, so that you have a place to save the money and are not tempted to spend it. If you are buying a bond fund, you don't have to worry about this—the fund does this for you. **(how about tax deferral, not available on bonds but certainly is with annuities)**

9. Don't try to time the market. As hard as it is to time the stock market, it's even harder to time the bond market. Avoid speculating on interest rates. Decisions are too often made on where rates have been rather than where they are going. Instead, stick to the investment strategy that will best help you achieve your goals and objectives.

10. **Don't reach for yield.** The single biggest mistake bond investors make is reaching for yield after interest rates have declined. Don't be tempted by higher yields offered by bonds with lower credit qualities, or be focused only on gains that resulted during the prior period. Yield is one of many factors an investor should consider when buying a bond. And never forget: **With higher yield comes higher risk.** **(this almost makes me laugh, thanks FINRA)**

Big Truck Questions

Interesting Analysis

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Toll Free: 888-74AGENT

Questions for the Owen's Brothers from the Crew

Q. Tony is gone for a few days, Chad ..... what is new?

Dave has some product updates…

Leads

Please listen up! Sign up for leads, all the scrubbed leads you can get, they will make you money….the lead flow is still slow (but increasing) but our crew is killing them....tons of sales!

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 leads .....less 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

Annuity.com
Planning. Safety. Retirement.

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…

Annuity.com
Planning. Safety. Retirement.

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.

Disclaimer:

I obtain information from many sources, print, internet, agent gossip and other media. I always try and provide the original source or the link but my note taking habitually is lacking.
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I am also NOT an economist by license, only by hobby. If you decide to make decisions based on my particular view of the world, you should get it verified by licensed professionals or get your head examined.
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