

Frequently Asked Questions | LeadMAX®

- **Q:** If I order leads will another agent be able to order the same leads?
A: Households cannot be mailed to by another agent for 30 days after your mailing/lead order has been sent.
- **Q:** When do I receive notification that I have NEW LEADS?
A: You will be notified via an email when your first lead arrives from each order. Please remember to check LeadMAX regularly afterwards for arrival of new leads.
- **Q:** What is the difference between a MAILING and a LEAD order?
A: When you place a MAILING order, you will choose the number of mailing pieces that are sent to potential prospects. You control which mailer to send, but take the risk in terms of how many prospects will respond. When you place a LEAD order, mailing pieces will be sent until you receive the number of leads that you ordered. The mail company takes the risk of how many mailers must be sent to fill the lead order.
- **Q:** The LEAD order numbers state there are 'Available' leads. Is this a lead bank?
A: No, there is no lead bank. The 'Available' leads number is the number of 'Top of the model' quality leads projected in the area you selected. When you place your order, the mailing will begin.
- **Q:** The mailing order piece states that the client will receive a free copy of a document. Where do I get the document?
A: Click on 'Resources' to download the marketing piece and provide it to the prospect when you meet. It can also be downloaded and emailed to them.
- **Q:** Can I send my own mailing piece?
A: While placing a mailing order, you can choose between different mailing postcards and letters that are available for each product type. You can review the mailing pieces by clicking on the thumbnail image.
- **Q:** Does the responder card get mailed directly to me?
A: The responder card will be available on your lead sheet on the portal.

- **Q:** On my lead sheet there are four names and addresses. What are those?
A: The additional names and addresses on the lead sheet are neighbors of the responder that also received the mailing piece.
- **Q:** When selecting the income range, is that annual or monthly income?
A: It is annual income.
- **Q:** Is the income range for a household or an individual?
A: Individual
- **Q:** How quickly will I receive my leads?
A: You should start receiving responses within 3 weeks of the mail date
- **Q:** Have the prospects been scrubbed?
A: Yes. A propensity to purchase model by product type is applied to a household database supplied by major data providers like Epsilon.
- **Q:** The mail or lead count looks lower than I would anticipate. Are there more leads?
A: Yes, the number is reduced from typical vendor counts because a propensity to purchase model is applied to exclude households not likely to buy. If you want to include the low model score households they can be included upon special request.
- **Q:** Why are leads a different price then the \$16.00 in the example?
A: Price varies by state
- **Q:** How do I place a T65 order?
A: When placing a T65 order choose multiple months prior to when the prospect would be turning 65 since prospects are already shopping prior to turning 65
- **Q:** Do you mail to a post office box?
A: No, we do not mail to POB's or a business address
- **Q:** Do you mail to apartments/condominiums?
A: Yes, they are included given the large number of households in the propensity to purchase

models that reside in non-single residence locations. They can be removed upon special request.

- **Q:** What is SCF when selecting the counties?
A: SCF is “Sectional Center Facility” defined by the three-digit zip code prefix
- **Q:** Can I cancel my order?
A: If the cancel request is made prior to order fulfillment, the order can be cancelled and fully refunded. Order fulfillment occurs either immediately after processing the credit card payment – for credit card-only payment orders. Or, it occurs after the marketing allowance payment is received when part of all of the order is to be paid by an allowance. The status of a lead order is indicated on the portal.
- **Q:** Why was my order cancelled?
A: If you initiated an order but left the page without completely submitting your request the order will not be processed. It could also be inadvertently cancelled if there is a delay in approving a lead credit allowance. Contact your marketing representative if you have questions about your order.
- **Q:** In the event my order is cancelled, when can I expect my refund?
A: Refunds are issued back to the original form of payment used for the purchase. Please note it can take 3-5 working days for the payment to show on the account.