Top Captive Dominates 40 Mile Radius

"We only want a prospect if we feel we can know them well enough to get them in our office"

Executive Summary

A top California-based captive insurance agent was able to capture and drive hundreds of new clients, all of them based within a 40-mile radius of the agency.

Within 1 year of working with Infinity Leads, the agency:

- Increased the volume of monthly inbound calls by 60%

- Every member of sales team hit or exceeded sales quota

- Reached local competitor clients and Spanish-prospects in the 40-mile radius

- Drove local foot traffic to the agency

"The new leads from Infinity Leads are better, because the prospects call us, we don't have to chase them like the other ones"

Challenges

This agency purchased leads from insurance lead vendors for over 10 years. The problem with these leads is the contact rates were extremely low and the owner's individual strategy entailed being extremely selective with client targeting.

Due to the affluent surroundings of the branch, this agency specialized in high net worth and affluent clientele, therefore precise targeting was required with any lead generation system.

With the help of Infinity Leads, the agency was able to find new business from prospects near their office locations rather than in out of area locations that they couldn't serve.

How We Helped

From day one, the Infinity Leads team was able to identify the proper route to reach the agency's ideal prospect, local competitor clients, and people nearest to the office location.

From there, Infinity Leads built a lead generating system that focused on the geographic location and position the agency as an exclusive agency.

Actually, in the first quarter, one agent increased his number of closed policies by 25%. Beyond these considerable boosts in

the number of prospects calling the agency, the team was able to achieve corporate-driven sales metrics.

Finally, Infinity Leads equipped this agency with the capability of driving foot traffic via Google Maps, receiving text messages from online prospects, and enhancing their online reputation via online reviews.

"Before we would close 1 lead for every 10 we purchased. Today, we easily closed 4 leads for every 10 calls.

The Results

Our client was able to:

- Revived insurance agency's growth by supporting its sales producers with consistent qualified leads

- Doubled the volume of inbound leads from people seeking insurance resulting in the agency doubling sales revenue

- Agency gained 60% of new business from outside of the agency's local area of business

- Generated 100% of new business in alignment with the agency's strategic direction (CA homeowners and Spanish-speakers)