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Overview

HBW Leads, LLC was established in 2005 by insurance agents. The goal was to create telemarketed leads interested in receiving a comparison quote. All calls are recorded and a quality assurance staff grades the accuracy of the lead to ensure the highest quality. Marketing to target zip codes for auto provides agents with a fresh list of favorable respondents. Let HBW help identify new clients ready to join the Good Hands Family.

Description
HBW (2017 Auto: Next Day Email Delivery, 120 Leads)
HBW (2017 Home: Next Day Email Delivery, 60 Leads)

What Can I Expect?

- Prospects meeting basic qualifications are sent to your agency via email, expecting a return call from your agency within 1-2 business days. *Note: Prior to sending leads to your agency, they undergo a review by HBW's quality assurance department.*
- Telemarketers also gather interest from auto prospects about home, life and renters insurance, which can lead to multiline sales.
- One of the main determination of how many leads you will receive is based on the market that we have to call. If you want more leads in a week than what you are currently getting, you will need to expand your market to allow for more leads to be generated.

Benefits to my Agency

- HBW has bilingual marketers to help expand into the Spanish speaking demographic.
- If agency owners are not satisfied with a lead, a credit can be requested.
- HBW Leads also integrates with:
 - Velocify
 - AgencyIQ
 - Blitz
 - Robo-Agent
 - Quote Burst
 - Dial Your Leads

Best Practices

- Establish proper follow-up processes with staff to ensure prospects receive a call within the expected 1-2 business days.
- Review callback scripts and become familiar with the best practices and techniques provided.