

## **Lead Ordering Process**

Direct Mail (DM) and Facebook (FB) leads can be ordered by filling out a lead order form. This form was sent to you via DocuSign and is also located in the Lead Section of RLG.life.

FB leads take about 48 hours to start coming in, DM leads can take 5+ weeks to come in. In most areas we will have overflow and extra inventory to hold you over while you wait for leads to come in. It is imperative that you place your lead order ASAP to ensure a constant flow of leads in your territory.

You will be asked to pay for your first lead order in advance then you can choose to pay on a credit card, bank draft, or finance these orders.

Financing is a privilege and you must maintain a minimum production goal to continue.

Paying on CC will give you longer to pay off your leads and may provide points, miles, etc...

Most agents will work leads from Leads the Way or place a Facebook lead order while waiting for DM to start coming in.

Minimum FB or DM lead orders are 20. Exceptions can be made in highly populated areas.