

EverQuote Pro empowers local agents to grow their business by connecting them in real-time with millions of prospects who are actively seeking insurance.

EVERQUOTE **PRO**

AUTO | HOME | LIFE

Promo code:

The 100% Originally Sourced Insurance Marketplace

Grow Your Business: Tap into over 5 million consumers who visit our websites every month. We're dedicated to connecting qualified insurance-seekers with quality providers.

Find High-Intent Prospects. Every EverQuote prospect completes an extensive online form specific to the insurance-line they are seeking on our owned-and-operated websites.

Reach Consumers While They Shop. Every referral from EverQuote happens in real-time as the consumer searches for quotes.

Avoid the Crowd. Our consumers are referred to a maximum of 3 agents per request for quotes.



Visit us at:
everquote.com/pro

Call: Channel Team
844-904-7480

Email:
channel@everquote.com



2017 Gold Winner:
Best Marketing Agency

Inc. 500

America's Fastest
Growing Private Companies

Tailored to Your Needs

Choose the Right Product for Your Agency. EverQuote offers a variety of risk profiles for our Auto, Home, Life and Warm Transfer Products.

Meet Your Business Goals. With adjustable lead caps & hours of operation, you remain in control of your budget.

Get the Support You Need. With free phone support and advice from our Customer Success Managers, we'll help optimize your account and provide personalized recommendations.

Partner with an Industry Leader

We've been awarded Best Agency and Most Innovative Company by the LeadsCouncil, and we've been named to Inc. 5000's list of Fastest Growing Private Companies for four consecutive years.



Frequently Asked Questions

What services can EverQuote provide Smart Choice Agents?

EverQuote offers 100% organically-sourced leads and live transfers.

For what lines of business do they provide leads?

Auto, Life and Home

For what states / territories do they provide leads?

Countrywide – You select territory by state, county or zip codes.

Is Everquote a major player in the market?

EverQuote is the largest online insurance marketplace in the United States.

What differentiates EverQuote from other lead providers?

They deliver 100% originally sourced auto, home and life leads and live transfers (no lead aggregators) in seconds to agents based on their territory—down to the zip code level.

Are the same leads sold multiple times?

While you have the option to buy only exclusive leads, if you don't take that option, leads are sold a maximum of three times. Based on your geography and saturation of Smart Choice agents, EverQuote will prevent competition with other Smart Choice agents. **Live Transfers are always exclusive to one agent.** As a side note, the average lead provider sells quotes between 5-27 times!

How does EverQuote get their leads?

Unlike other vendors, EverQuote generates every lead they send to agents. Their goal is to help consumers shop for auto, home and life insurance by matching visitors to insurance providers that fit their risk profile. To ensure the right match is made, EverQuote.com uses dozens of pieces of information they collect to filter the leads and allocate them based on the client risk profile. For Live Transfers, you have 120 seconds after connecting to reject the call before paying.

So, for Live Transfers, you are saying they are exclusive leads to only one agent and if after the agent talks to them for a maximum of 120 seconds, they can reject the lead and aren't charged for it?

Exactly!

What is the lead and warm transfer return criteria?

EverQuote uses an algorithm that takes into account the return rate, the return rate of other similar agents in the area, and feedback from their network. Again, live transfers agents have 120 seconds once connected to decide to reject the call before being charged anything.

Criteria:

- Lead does not meet risk filters (e.g. credit misreported - self-reported credit is good, but credit check comes back bad)
- Invalid contact information (incorrect or disconnected phone number)
- Not in geographic footprint
- Duplicate lead

Please note, returns must be submitted through the platform within 15 days after receiving the leads.

How will I get the leads?

Leads are delivered via the EverQuote Pro platform, email or through most LMS (Lead Management Systems) and Raters (including EZLynx). You may set up your own schedule of lead delivery (hours of operation) and volume cap and adjust as needed.

Is it difficult to learn the EverQuote Pro platform?

No, and in addition to excellent customer service and on-boarding, training is available.

What is the pricing structure for EverQuote leads?

There are different product lines and pricing levels to choose from. See the chart below:

Cost/Pricing (all pricing reflects exclusive discounts for SmartChoice)

LEVEL	PRICE per LEAD SHARED EXCLUSIVE		AGE	INSURANCE STATUS	ACCIDENTS	TICKETS	DUI and SR-22	HOMEOWNER STATUS	CREDIT
Auto (Premium)	\$12.80	\$17.80	25 or above	Currently Insured	No At-Fault Accidents	Up To 1 Ticket	No DUI or SR-22	Home Owner	Excellent or Good
Auto (Preferred)	\$10.40	\$15.40	25 or above	Currently Insured	No At-Fault Accidents	Up To 1 Ticket	No DUI or SR-22	May Be Home Owner	Any
Auto (Standard)	\$8	\$13	20 or above	May Be Insured	No At-Fault Accidents	Up To 2 Tickets	No DUI or SR-22	May Be Home Owner	Any
Auto (Non-Standard)	\$4.80	\$13	Any	May Be Insured	May Have Accidents	May Have Multiple Tickets	May Have DUI or SR-22	May Be Home Owner	Any
LEVEL	PRICE per CALL EXCLUSIVE		AGE	INSURANCE STATUS	ACCIDENTS	TICKETS	DUI and SR-22	HOMEOWNER STATUS	MARITAL STATUS
Live Transfers (Premium Auto)	\$40		25 or above	Currently Insured	No At-Fault Accidents	Up To 1 Ticket	No DUI or SR-22	Home Owner	Married
Live Transfers (Preferred Auto)	\$36		25 or above	Currently Insured	No At-Fault Accidents	Up To 1 Ticket	No DUI or SR-22	May Be Home Owner	Any
Live Transfers (Standard Auto)	\$32		20 or above	Currently Insured	No At-Fault Accidents	Up To 2 Tickets	No DUI or SR-22	May Be Home Owner	Any
Live Transfers (Non-Standard Auto)	\$28		Any	Not Insured	May Have Accidents	May Have Multiple Tickets	May Have DUI or SR-22	May Be Home Owner	Any
LEVEL	PRICE per LEAD SHARED EXCLUSIVE		AGE		CLAIMS			HOME TYPE	CREDIT
Home Basic / Premium	\$10.40 \$16	\$15.40 \$21	Any Age / 50 Years or Fewer		May Have Claims / None			All Home Types / No Mobile Homes	Any / Excellent or Good
LEVEL	PRICE per LEAD SHARED EXCLUSIVE		AGE RANGE		TOBACCO USER?		BMI	MAJOR HEALTH CONDITION	
Life Premium Preferred Standard	\$9.10 \$12.60 \$18.40	\$10.40 \$14.40 \$23.40	20 to 55 20 to 70 Any		No No Maybe		< 31 Any Any	No No Maybe	

*Pricing is subject to change

Does the pricing above reflect any type of discount for Smart Choice Agents?

Yes, there is a \$250 minimum purchase to get started and activate an account. For Smart Choice agents, EverQuote will match the first \$100 on the initial deposit.

Additionally, there is a 20% discount on all products for any Smart Choice Agent. **This discount is reflected in the pricing chart above.**

That's a little confusing. Can you clarify?

Yes, the first time you use EverQuote, you will pay \$250 which will get you \$350 worth of leads. Also, a 20% discount will be applied to all purchases.

How will EverQuote know I am really a Smart Choice Agent?

When you purchase leads, you will be required to provide your unique three-digit Smart Choice agency code.

What if I don't know my agency code?

You will still be able to sign up on the spot (with the discount) but will be required to provide the code within a reasonable amount of time. You may email Joe Fisher jfisher@smartchoiceagents.com to find out what your agency code is.

What else should we know?

- There are no contracts!
- Volume Cap: You choose how many Leads or Live Calls you want. It's easy to select hours and days of the week to receive them.
- A \$50 account balance will trigger an alert that a charge will occur at a \$25 balance.
- A \$25 balance will trigger a re-charge for the initial deposit amount.
- There is unlimited pausing. You can pause and activate accounts whenever You need to (e.g., if you are going to be out of the office and don't want to receive leads).

How do I sign up now, or get additional help?

[EverQuote](#)

To get started, or get more help, please call, or email:

844-904-7480

channel@everquote.com

[Smart Choice](#)

Joe Fisher

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