

Auto Leads to More Opportunities

Auto Leads are inexpensive, Easy to Sell and coverage is needed right away.



1



Build a Relationship

Auto leads are a great way to start building a relationships with cutomers. **You can't own a car without insurance** and seasoned agents know that auto leads are a great way to build a book of business.

*In 2019 it was estimated that nearly **90% of Americans owned a vehicle** and that the average household had more than one vehicle.*

Get the wheels rolling ...

Walking a customer through the process of getting car insurance is a great opportunity to learn more about their other needs. With freindly conversation and helpful advice you can lay the foundation to sell them on other products - like home insurance.

2

Moving the Conversation Along

Now that you've built a relationship with your customer you can follow up with other products.

In 2019 a survey concluded that 65% of Americans owned their own home. And 91% of those households had a car.



3

Sweeten the Deal

When possible consider ways to incentivize your customers and make the most of this rewarding expereince.

- Can you bundle?
- Are there discounts?
- Any promotions running?

Think of creative ways to upsell your customers on more products. Give them a reason to contnue the conversation with you and building an even longer lasting and benefical realtionship for the both of you.



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1-800-820-2981

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