

How Allstate agent Matthew Golden doubled his quote and bind rates with EverQuote Home leads

For years, Allstate agent Matthew Golden has leveraged internet leads to generate new business and keep his 19



producers busy with fresh prospects. Over the past few years, however, Matthew has noticed an overall decline in lead quality amongst the vendors he was using, particularly as those vendors grew and tried to keep up with demand. Then, in 2017, after attending an EverQuote golf event and hearing about other agents' success, Matthew started working with EverQuote's best-in-class Home leads. EverQuote has now become his primary lead vendor and is delivering a steady volume of high value Home prospects. He's now seeing quote and bind rates nearly double what he had been seeing with the other vendors.

“ There’s a constant fluctuation with my other lead providers but, with EverQuote, it’s been consistent the whole time. EverQuote is just ahead of the game – it doesn’t get much better than what you guys are doing! ”

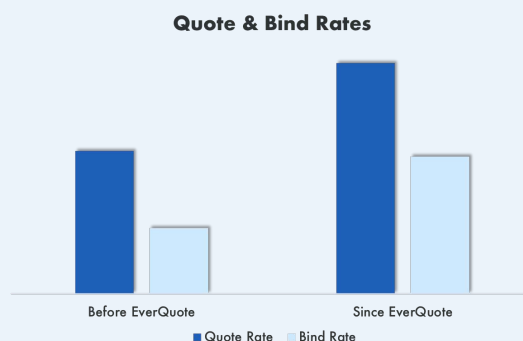
When Matthew started with EverQuote he was already well acquainted with internet leads, having worked with a range of vendors over the years. Many vendors would start off relatively strong, but then, over time, the quality would drop off. He'd get hundreds of leads that were already insured with his carrier, or he would get prospects who had already been contacted by a dozen other agents or who adamantly insisted that they never requested a quote. With steadily dropping contact, quote and bind rates, he'd shift to a new lead vendor, only to eventually run into the same issue of inconsistent, ever decreasing lead quality. This inconsistency caused headaches when it came to growing and scaling the business, so Matthew was constantly on the hunt for a superior vendor.

Matthew ultimately found EverQuote and chose to focus on their best-in-class Home leads. Since signing up in 2017, EverQuote has consistently been Matthew's best performing lead source, with nearly *double* the average quote and bind rates he was seeing with his other vendors. With EverQuote's Home leads, Matthew's top producer has been averaging a ~25% bind rate and, teamwide, his producers are quoting close to 42% of EverQuote leads. To put this into context, they were quoting about 26% with their next best performing vendor. Matthew's team is also multi-lining around 60% of their EverQuote-sourced business, which significantly improves their overall ROI.

With EverQuote, Matthew has found a company that truly differentiates themselves from the internet lead vendor fray by focusing on delivering a better quality product that translates to better bottom-line results.

The Bottom Line: Matthew Golden Allstate and EverQuote*

- **62% increase** in quote rate since working with EverQuote
- **60%+** of new business sourced from EverQuote is multi-line
- **~2x Quote and Bind Rate** for EverQuote-sourced business vs. their next best vendor
- **From 14 to 19 Producers** – Matthew's team has grown from 14 to 19 since partnering w/ EverQuote



GROW YOUR BOOK LIKE A **PRO**

More people than ever are shopping online for insurance—74%, according to a recent J.D. Power study. EverQuote gives you the tools to tap into the nation’s largest online insurance marketplace and connect with the millions of consumers who visit our website every month. Just select the client profile you want, their location, the hours you’re available and how many prospects you want delivered to you each day. We deliver them in real time to your lead management system or email inbox – it’s that simple.



Pick The Client Profiles That Fit Your Needs

We give you finely tuned risk profiles, locations down to the specific zip code and adjustable lead caps and hours of operation.



We Source and Qualify High Intent Consumers

We have millions of consumers visiting our site every month—more than any non-carrier website in the industry.



You Get Qualified Prospects in Real-Time

Each and every referral that EverQuote sends to an agent happens in real-time as the consumer searches for quotes.



We Help You Succeed & Bind More Business

Our Customer Success Managers are here to help you succeed with best practices and personalized recommendations.

Key Features

- ✓ Real-Time Delivery
- ✓ Multiple Client Risk Profiles
- ✓ Adjustable Volume Caps
- ✓ Unlimited Pausing
- ✓ Dedicated Customer Support
- ✓ Zip Code-Level Targeting
- ✓ Custom Delivery Hours
- ✓ Simple Self Serve Returns¹
- ✓ Direct LMS Integrations
- ✓ Get Started in Minutes
- ✓ No Long-Term Commitment

¹Subject to restrictions

Lead Types



Auto

Every EverQuote Auto prospect completes an extensive form with everything you need to quote them. Pick your client based on filters including home ownership, self-reported driving record, age, and prior coverage.



Home

EverQuote gives agents two distinct consumer profiles that match common underwriting requirements. Each Home prospect must complete a 20-point form on EverQuote websites and are referred in real time.



Life

Financial advisors and agents can choose between 3 consumer profiles that align with standard life insurance underwriting requirements. Consumers all complete a 24-point form before being referred.