

How Independent Agent Nick Mathews generates 95% of his agency's new business with EverQuote



After co-founding Nations Choice Insurance in 2017, independent agent Nick Mathews initially tried working with a range of different internet lead vendors to find the best fit. What he found was low contact rates, low bind rates, and companies more concerned with making a sale than building a partnership. This all changed when Nick found EverQuote. While other vendors refused to provide anything beyond the absolute minimum level of customer support, EverQuote took the time to work with Nick, dive into his lead-related metrics, understand his unique use case, and make strategic recommendations. As a result of EverQuote's lead quality and best-in-class service, 95% of his agency's new business is now sourced via EverQuote.

“ I asked all five lead vendors I worked with if they could help me set up reports so we could get some basic insights. Every single vendor told me to pound salt EXCEPT EverQuote. They took the time to work with me and really look into all of my metrics. ”

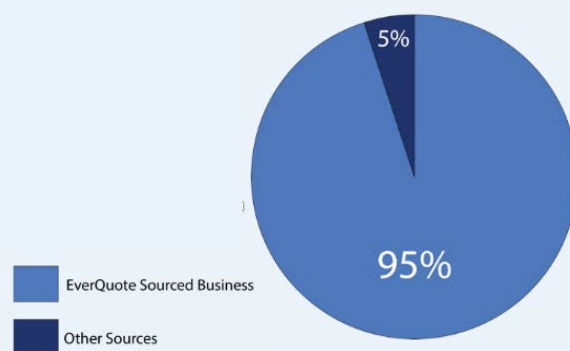
When Nations Choice started as an independent scratch agency in 2017, Nick needed a way to find new business quickly - internet leads seemed like a logical fit. After some research, he tried a handful of vendors, including EverQuote. The results were mixed. After comparing contact rate, close rate, and true acquisition costs, Nick felt “EverQuote just fit the bill – almost like a perfect marriage.” Additionally, unlike the other platforms, EverQuote allowed him to cap the number of daily leads received, which was crucial as the business scaled.

EverQuote also provided unparalleled customer service. Nick initially asked each vendor if they could create a simple report and help dive into his agency's data, and each refused straight away – except for EverQuote. Nick's EverQuote Agency Business Consultant helped examine the data and made strategic, ROI-focused recommendations. They were able to identify where Nick should focus his lead purchases and also recommended process tweaks to improve Nick's producers' contact, quote, and bind rates. Realizing that he had found a partner that could help meet his growth goals, Nick decided to drop the other lead vendors. Today, about 95% of the new policies his team writes each month come from EverQuote and Nick has expanded into warm transfer calls. With EverQuote, Nick found more than just a lead vendor - he found a true business partner committed to his agency's success.

The Bottom Line: Nations Choice Insurance and EverQuote

- **From 2 to 3 Producers** – Nick's agency grows after partnering with EverQuote
- **95%** of new business is currently sourced from EverQuote
- **70% Quote Rate** with EverQuote warm transfer calls
- **26% Bind Rate** with EverQuote warm transfer calls

Sources of New Business



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.