How award winning agent Roger O'Connell achieved a 57% increase in bind rate with EverQuote

Over his 17 years as an insurance agent, Roger O'Connell has tried many different lead vendors with less than impressive results. Like many agents, he was ambivalent about internet leads as a primary growth strategy. In his view, internet leads led to low contact and low bind rates; they were not ideal for driving steady, predictable growth. This all changed when Roger's colleague, one of the top performing agents in his area, recommended EverQuote. Roger's colleague had tried a range of lead providers and found EverQuote far and away the best in class. Based on this colleague's compelling recommendation, Roger made the switch to EverQuote. Since joining the Accelerated Growth Program his bind rate has increased by 57% while his cost per bind has decreased by 40%.

> " *With EverQuote we're talking about real leads - people that are actually shopping for insurance and not just trying to win an iPad online.* "
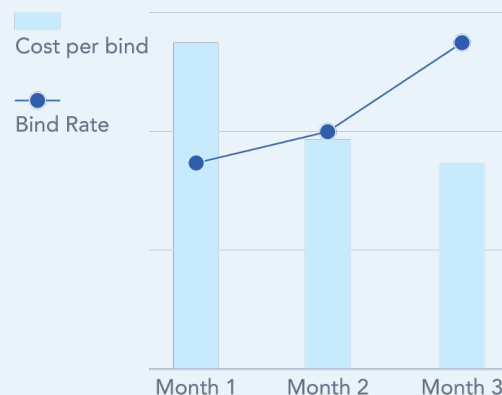
Roger immediately knew EverQuote was different when he was paired with a dedicated Agency Business Consultant, who analyzed his agency's contact, quote, and bind rates, along with his cost per bind and ROI. Roger's Business Consultant also reviewed his process for working leads, identifying ways to maximize ROI. Since then, Roger's agency has grown from 2 to 5 producers and has gone from buying 40–50 leads per month to 250. EverQuote-sourced business now makes up roughly 60% of his total new bound policies and, more importantly, 75% of this business is multi-line. Since optimizing his strategy, Roger's *bind rate on EverQuote leads has increased by nearly 60%, driving his cost per bind down by 40%.*

Roger's experience reveals just how much of an impact partnering with the right lead vendor can have. With EverQuote, he's able to connect with a steady flow of high quality, real-time prospects. He then leverages his EverQuote Agency Business Consultant to provide him with in-depth analytics and dedicated support, allowing him to optimize. After working with EverQuote, Roger is seeing impressive growth at an efficient cost and his business outlook is only looking better as he continues to grow and scale his agency.

The Bottom Line: Roger O'Connell Insurance Agency and EverQuote

- **From 2 to 5 producers** – Roger's agency grew from 2 producers to 5 after partnering with EverQuote

- **875** – number of new policies Roger's agency added in 2018

- **75%+** of EverQuote-sourced business is multi-line policies

- **57%** increase in bind rate since working with EverQuote

- **40%** decrease in cost per bind since working with EverQuote

- **32% quote and 21% bind rate** or Roger's top producer since joining EverQuote Accelerated Growth Program

CPB Month over Month

Cost per bind

Bind Rate

Month 1   Month 2   Month 3

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 Returns[1]
- ✔ Direct LMS Integrations
- ✔ Get Started in Minutes
- ✔ No Long-Term Commitment

[1]Subject 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.