

Howdy! Here are a list of my favorite lead vendors for final expense. I've included discount codes my agents use to help you save a few bucks. Hope it helps! -David Duford

## Face-To-Face Final Expense | Favorite Leads

- 1) **Direct Mail Vendors.** LeadConcepts and Need-A-Lead are my long-time, favorite direct mail vendors. Both are honest, fairly priced, and deliver on their promises. With LeadConcepts, I like the Walmart leads best for maximum response rate and quality ([sample here](#)), and with Need-A-Lead, I like any lead that says "life insurance." Also, we are testing "check leads" with Need-A-Lead that are extremely affordable (\$29/lead anywhere in the US as of 10/2023), say life insurance on them, and return within 10 to 15 days. FOR DISCOUNTS: Mention to LeadConcepts that David Duford referred you, and most likely they will give you a discount on your first order.
- 2) **Facebook Lead Vendors:** My top 2 favorite lead vendors are TTCLeads.com and Happy Agent Leads. Both of these vendors provide high-intent, high-quality leads within days of ordering. Use DUFORD or DUFORD15 for 10% off with TTCLeads.com, and DD50 to get \$50 off with Happy Agent Leads. NOTE: You can use these discounts as much as you want!

## Telesales Final Expense | Favorite Leads

- 1) **Facebook Lead Vendors:** Our agency predominantly uses TTCLeads.com for telesales leads. Use DUFORD or DUFORD15 for a 10% discount.
- 2) **DIY Facebook Leads:** What I have found is most successful final expense telesales agents who aren't buying leads or utilizing a Facebook lead management program like my agency offers are generating their own leads on Facebook. Doing so cuts costs considerably while allowing you to better control the intent of the lead. We recommend ScaleMySocial.io or AdvancedAgentMarketing.com to learn Facebook marketing from
- 3) **Beware of Inbound Leads:** It is extremely rare to find consistent, high-quality inbound leads in the final expense business. Most are very expensive (\$70+/lead), require dozens of states to sustain lead flow consistency, and quality is dubious depending on what sales copy is used in the video. Also, some inbound leads are generated overseas and regularly do not follow TCPA Do Not Call rules, leaving you potentially liable - we have heard of many cases of agents getting sued for \$5000 to \$50000 using these types of leads.

Shameless Plug: If you want more info on our Facebook lead management program and how it gets agents high-intent, fresh, and exclusive leads for as low as \$5 each, [watch this video here](#).