

# Learn How EverQuote's Lead Connection Service (LCS) Helped This Captive Agent Increase Sales by Over +60%

## Finding the Right Growth Engine for a New Insurance Agency

Like many new captive agents, when Pat Seidl opened his scratch insurance agency in April, 2018 he needed to quickly find a way to drive business growth and keep his producers busy with leads. After trying a range of strategies and vendors, Pat was eventually introduced to EverQuote and by the end of 2018 he was receiving EverQuote leads. Since then, EverQuote has been the primary source for Pat's new business. From the beginning, the partnership with EverQuote proved to be a dependable growth engine for Pat's agency: **"the only lead source that I purchase and pay for is EverQuote. The return on investment and reliability has been consistent throughout. I have seen no reason to even look for any other vendor."**



*"Since starting LCS, our sales volume has increased over 60%. The quality of the LCS lead has given my team the chance to sell a lot more of the leads.... We sell 1 out of 3 on the first call."*

Patrick Seidl

## How EverQuote's Lead Connection Service (LCS) Spurred Massive Growth

After nearly two years of solid results with his team working EverQuote leads, Pat began looking for ways to further accelerate his agency's growth. In Fall of 2020, Pat's EverQuote Business Consultant introduced him to EverQuote's newest product offering – Lead Connection Service (LCS). With LCS, EverQuote's best-in-class telemarketing team dials out to Pat's leads, transferring them once the leads are ready for a quote. Since adding LCS, Pat has seen transformational results. He's increased his staff from 4 to 8 producers and his sales volume has increased by over 60%. This has translated to significant growth for Pat's agency: "we started scratch at zero 3 years ago; right now we're at \$3.2 million and our ultimate goal is \$10 million. I'm very confident that my partnership with EverQuote will help us get there."



**60%** Increase In Sales  
Since Starting LCS\*