

How EverQuote Helped This Independent Agent Grow His Monthly Premium By 535%

Finding the Right Strategy for a New Independent Agency

When David Stuart launched Southwestern Insurance Group in late 2018, his initial experience could be best described as a “trial by fire.” With an MBA and a career background in sales, David understood the fundamentals of what it took to create and operate a successful business, but as he describes: “I had no insurance experience – at all.” Running the day-to-day operations of a new insurance agency proved challenging, particularly when it came to figuring out how to drive in the volume of new business needed to hit his goals. David shrewdly decided to focus on internet leads after seeing the results other agents were having: “It took us about six months to really start selling our first policies [and not long after] we bought our first internet leads.”



“ We did \$1.9 million in sales in 2020... I can say with confidence that 95% of our business is directly from EverQuote leads. ”

David Stuart

How EverQuote Became the Engine for Accelerated Growth

Having little familiarity with insurance lead companies, David decided to try a range of vendors and compare the results: “we narrowed it down to just EverQuote – the leads just quite honestly had the best closing rate, the most lead information, and allowed us to completely tailor our system...so we went all in on EverQuote leads.” Going “all in” on EverQuote led to David joining EverQuote’s Accelerated Growth Program (AGP) which proved to be transformational for David’s business. In just one year working with EverQuote and his Agency Business Consultant, David’s agency has experienced explosive growth, going from \$56,000 in new business premium in January 2020 to over \$300,000 in January 2021 – **an increase of 535%**.

One Year of Accelerated Growth With EverQuote

