

# The RIG Moving Insurance Leads™ Program

## A Simple Way to Generate Thousands in New Revenue

### How does it work?

Your moving company sends qualified moving insurance leads to MovingInsurance.com and is compensated for those leads. No purchase required!

### What is a qualified lead?

A qualified lead is defined as a customer who has booked their move with your moving company and has indicated he/she is interested in more information about moving insurance. A customer does not need to purchase insurance to count as a qualified lead. We require that all relevant information about the customer is provided to us as well.

### How are leads referred?

Qualified leads will be sent/submitted to MovingInsurance.com via email on a daily basis. We accept leads in most standard formats.

### What should the lead information include?

We will provide with a spreadsheet template. Each lead should include the following:

- Moving Company Name
- First Name of Insured
- Last Name of Insured
- Insured's email address
- Insured's telephone number
- Alternate number if available
- Packing Date
- Moving/Loading Date
- Delivery Date
- Origin Zip Code
- Destination Zip Code

Feel free to also include fields for the inventory list, item value and shipment/move reference number. These items are not required but may be helpful to the insurance process.

### How should you talk to your customers about insurance?

Tell your customers that third party moving insurance is recommended for added peace of mind. Ask if they'd be interested in learning more. If they say yes, tell them a movinginsurance.com specialist will follow up to provide a quote and answer their questions. It's that simple. To ensure that your team is comfortable with the process, we also provide:

- A pre-launch training call to teach your team how to qualify leads and educate customers.
- Ongoing education and support.
- Moving insurance fliers to help you promote insurance.
- Website banners, email and website copy so you have a strong moving insurance presence online.

### Ready to get started? Contact us!

#### Account Set-Up Contact

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*MovingInsurance, LLC*™