



LEAD GENERATION

Solutions that work
for your business

WWW.FINANCIAL-PLANNERS.CO.ZA

ABOUT THE LEADS

WHERE ARE THEY FROM

Our leads are generated from a number of Web properties which we own and manage. They also come from our existing customer base.

WHAT KIND OF QUALITY CAN I EXPECT?

All the leads will be qualified leads.

HOW CAN YOU HELP ME TO FIND OTHER LEADS VIA MY OWN CHANNELS?

PRICING OPTIONS

PLEASE NOTE THAT WE WILL NOT BE SUPPLYING LEADS TO MORE THAN 10 FINANCIAL PLANNERS IN THE WHOLE OF SOUTH AFRICA. THE FOLLOWING IS OUR PRICING MODEL.

The leads are supplied mostly evenly through the month as we qualify them, however this might vary from case to case. Please note that we offer special discounts on bulk purchases. Payment is to be made upfront.

What is a Qualified Lead: These leads come out of our tax business. We either identify that our clients would benefit from a tax perspective from investing in a financial product (IE: RAF) and have spoken to them about this, or asked them directly if they would like to be contacted by a Financial Planner. The lead details are then passed onto you via email. PLEASE NOTE: The leads do not constitute appointments arranged with our clients. If you require this service, the cost is as per the below option.

Option	Cost per Month	Leads per Month	Cost per Lead
Bronze	R2 200	10	R220
Silver	R4 750	25	R190
Gold	R8 000	50	R160
Appointments	N/A	Per Appointment	R700

