



Patrick Siefert,
Farmers Agent



Patrick Siefert, a Farmers Agent, sees a 97% Lift in ROI with Next Call Club

Patrick Siefert is a Farmers Agent based in Fort Myers, Florida, who offers a wide range of insurance products, including auto, homeowners, renters, and more.

67%

Savings in Cost
Per Lead

25%

Savings in Cost
Per Item

97%

Lift in ROI

\$36K

Reduction
in Spend*

**annualized, reduced spend by 37.5%*

Patrick had always taken pride in his ability to connect with clients and provide exceptional service.

However, he found himself confronted with a plateau that too many agency owners know: overpriced leads, with poor conversion rates, and a sales team that knew it could be better.

As each quarter passed, the challenges intensified. Patrick knew from experience that internet leads and outbound calling could provide massive returns, but the quality of prospects just wasn't there.

The continuous struggle of sorting through leads with unknown intent, and wasting valuable resources on false prospects was frustrating (and expensive).

Moreover, a quickly changing landscape in the insurance industry highlighted the need for a new, creative approach to targeting prospects.

Next Call Club had just the solution: their Lead Buying Service. Their team has multiple people with over



10,000 hours of lead management experience. Through partnerships with both lead vendors and technology partners, Next Call Club can verify buyer intent, ensure information is accurate, and use data analytics to target and refine internet lead initiatives.

In simple terms, they help you pay less money for better leads.

Next Call Club helps The Siefert Agency prioritize quality over quantity

By harnessing Next Call Club's expertise in data analysis and competitive targeting, The Siefert Agency has been writing more policies than ever, while decreasing their lead spend.

The team's knowledge of the insurance industry helped to identify competitive niches in their market to find underpriced, high-value leads with accurate information and strong buyer intent.

The immediate impact?

A streamlined operation with laser focus, experiencing not just higher conversions but also a revitalized team energy, paving the way for meaningful growth.



"What sets them apart is not just the leads, but the continued support and one-on-one training they provided for my callers and outbound program as a whole. It's clear that they are dedicated to helping their clients succeed in any way they can."

- Will Seaman - VP, Siefert Insurance Agency



Next Call Club reduces CPL and CPI while increasing ROI and LTV

With Next Call Club's help, Patrick Siefert's agency saw a dramatic shift in key performance indicators.

67%
Savings in
Cost Per Lead

25%
Savings in
Cost Per Item

97%
Lift in ROI

\$36,000+
Reduction in Yearly
Lead Spend

Let's face it, most agencies don't have the time to handle multiple lead vendors. Let us do the heavy lifting for you!

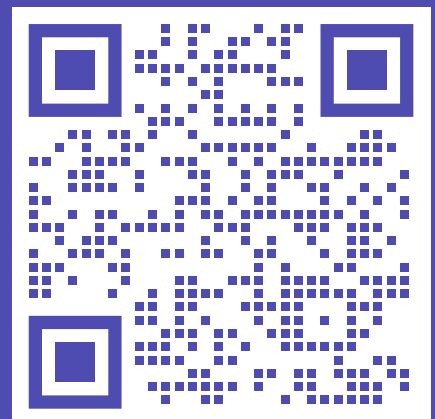
Get access to 10+ vendors in the lead industry, while working with 1 team of experts.

We prioritize speedy and effective communication, while leveraging data to continuously improve your leads over time.

You shouldn't need to ask your vendor to improve your lead campaigns, they should be informing you of the changes they're making and the data that drove the decisions.

Ready to buy leads like the biggest and best agencies in the country?

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