



*TARGETLEADS*

*LEAD SAMPLE  
CATALOG*

959 W Ralph Hall Pkwy Ste 101  
Rockwall, TX 75032  
(800) 723-5254  
[info@targetleads.com](mailto:info@targetleads.com)  
[www.targetleads.com](http://www.targetleads.com)

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**1-800-723-5254**

[www.targetleads.com](http://www.targetleads.com)

# Prospecting Lists and Direct Mail Leads

## PROSPECTING LISTS

TARGETLEADS has prospecting lists for all areas of your business. Target consumers by exact age (ages 18+), income, dwelling type, marital status, ethnicity, net worth, gender and more! Business lists can be segmented by SIC Code or yellow pages heading, by number of employees, sales volume, etc... Looking to recruit new agents for your sales force? Try one of our licensed agent lists for your next mailing or telemarketing campaign. We've also got numerous specialty lists including ailment lists and new homeowners lists. Give us a try!

- Consumer Lists
- Business Lists
- Licensed Agent Lists
- Ailment Lists
- New Homeowners Lists
- And more!

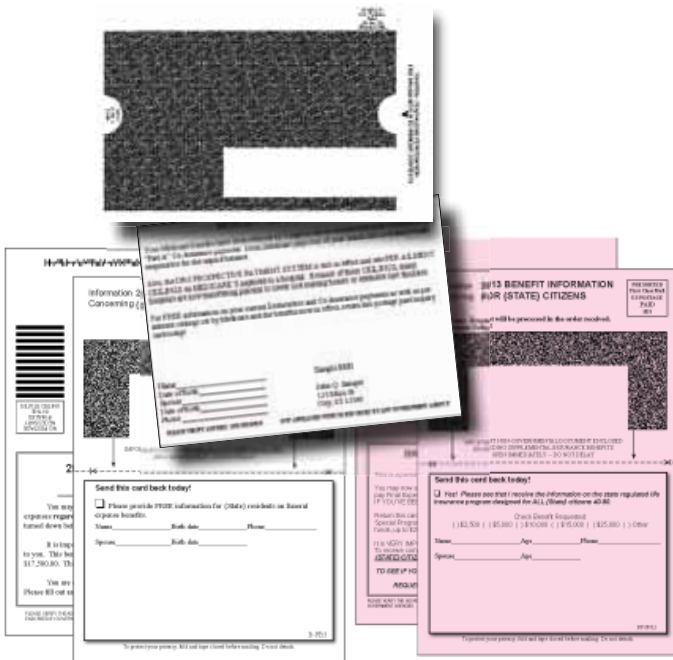
## DIRECT MAIL LEADS

Senior Leads are our specialty. Medicare Supplement leads, Final Expense leads, Long-Term Care leads, Annuity leads, Living Trust leads, Combination leads... we've got them all!

Our sample leads are generic and are not preprinted so they can easily be customized to meet any compliance needs or personalized to include your agency name and phone number, for example.

Now choose from our proven snap out format or the new laser printed bifold that mails 1st class!

Pricing is for the full turn key program and includes the list to mail to with age and income selection, the forms, printing, mailshop, outbound and inbound postage and shipping the leads to you weekly. We also scan the leads and upload them to our website daily at no extra charge for you to pick up electronically. Or we can data them into our TL LeadManager software for you (see page 16).



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# ANNUITY LEAD SAMPLES

## Findings on Probate and Tax Savings

A leading senior publication reports that annual legal fees of 14 billion dollars have been created due to the outdated probate process and uninformed consumers. Estate taxes and probate costs can be an unnecessary heavy burden on your heirs and loved ones.

There are TAX-DEFERRED options available to you and the government is NOT obligated to inform you of these alternatives.

There are also GOVERNMENT APPROVED, SAFE and LEGAL methods of deferring your income tax on interest income, unlike Social Security Income, Savings Accounts, CD's, Mutual Funds, and Money Market Funds that are taxed as interest is earned. You can keep 100% of your interest dollars working for you.

For FREE-NO OBLIGATION information on these important alternatives, return this postage-paid inquiry card today.

Check either/both: ☐ Deferred Taxes ☐ Probate Information

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample 7A1

John Q. Sample  
123 Main St.  
City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## **TARGET BY:**

- **Exact Age**
- **Estimated Income**
- **Dwelling Type**
- **Zipcode, SCF, or County and more!**

**CALL TODAY**  
*for free counts in the area  
of your choice or visit  
**www.targetleads.com**  
to run your own  
counts online!*

## INFORMATION ABOUT TAX SAVINGS

The Federal Government enacted a provision in the tax code that allows the IRS to increase the taxable amount on your benefits through government programs. The increase went from 50% up to a total of 85%! You should know more about this. There are TAX SAVINGS OPTIONS that can help.

If you have CD's, money market funds, savings accounts, mutual funds, stocks, or bonds, you may be able to avoid the taxing of your benefits from government programs.

For your free information on how an annuity can earn you MORE money with tax-deferred options, return this NO OBLIGATION postage paid card today.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample AN1

John Q. Sample  
123 Main St.  
City, ST 12345

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Typical response rates average nationally between .3% and .7%  
depending on which piece you choose and the state you mail.

# FINAL EXPENSE LEAD SAMPLES

## SENIOR CITIZENS UPDATE

As of the first of the year, Government Programs might pay up to \$255.00 (to those who qualify) for funeral and other expenses. According to the figures from the National Funeral Directors Association, the average cost of an adult funeral is between \$5,000 and \$10,000.

### YOUR FAMILY WILL BE RESPONSIBLE FOR THE BALANCE!

In your state there is now available a plan that will pay up to \$15,000 which can be used for burial or other expenses. You can qualify even if you have a health condition. Send this NO OBLIGATION POSTAGE PAID INQUIRY CARD within 5 days for more details on this insurance related information.

Check one (or more) amounts of interest.

( ) \$3,000      ( ) \$5,000      ( ) \$7,000      ( ) \$10,000      ( ) \$15,000+

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample BB6  
John Q. Sample  
123 Main St.  
City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## **TARGET BY:**

- **Exact Age**
- **Estimated Income**
- **Dwelling Type**
- **Zipcode, SCF, or County and more!**

**CALL TODAY**  
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of your choice or visit  
[www.targetleads.com](http://www.targetleads.com)  
to run your own  
counts online!*

## 2015 BENEFIT INFORMATION FOR {STATE} RESIDENTS

You may qualify for a state-regulated program to pay for your final expense REGARDLESS OF YOUR MEDICAL CONDITION even if you have been turned down before

It is important you know how to qualify for this benefit available to you. This benefit will pay for 100% of all funeral expense up to \$15,000. This payment is tax-free for {STATE} residents.

You are entitled to receive this FREE INFORMATION as a resident of {STATE}. Please return this postage-paid inquiry card today.

( ) YES! Please provide FREE INFORMATION for {STATE} residents regarding funeral expense benefits.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample FB3  
John Q. Sample  
123 Main St.  
City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## 2015 IMPORTANT BULLETIN

If you are between the ages of 50 and 85, the federal government provides funeral expense benefits that many Seniors living today are not aware that they qualify for. However, these benefits are thousands of dollars below the expense of today's funerals, estimated by the National Funeral Director's Association to be between \$7,000 and \$10,000.

\*\*\*\*\*YOUR FAMILY IS RESPONSIBLE FOR ANY UNPAID BALANCE\*\*\*\*\*

Thousands of Seniors nationwide are applying for the **\*\*New Funeral Expense Benefit\*\*** which will pay up to \$10,000 for these expenses.

It is important for you to register for the benefits available to you. To receive information on the plan designed for today's Seniors, return this postage-paid card within 5 days.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample RT9  
John Q. Smith  
123 Main St.  
City, ST 12345

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Typical response rates average nationally between .5% and 1.5% depending on which piece you choose and the state you mail.

# FINAL EXPENSE RESPONSE RATES

## 2015 BENEFIT INFORMATION FOR {STATE} RESIDENTS

You may qualify for a state-regulated program to pay for your final expense REGARDLESS OF YOUR MEDICAL CONDITION even if you have been turned down before

It is important you know how to qualify for this benefit available to you. This benefit will pay for 100% of all funeral expense up to \$15,000. This payment is tax-free for {STATE} residents.

You are entitled to receive this FREE INFORMATION as a resident of {STATE}. Please return this postage-paid inquiry card today.

( ) YES! Please provide FREE INFORMATION for {STATE} residents regarding funeral expense benefits.

Name _____	Sample FB3
Date of Birth _____	
Spouse _____	John Q. Sample
Date of Birth _____	123 Main St.
Phone _____	City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

<u>State:</u>	<u>Percent:</u>	<u>State:</u>	<u>Percent:</u>	<u>State:</u>	<u>Percent:</u>
AK	2.37	IN	1.40	OK	1.83
DE	1.30	KS	0.90	PA	1.27
FL	1.20	MD	1.55	TX	0.60
		OH	2.24		

**AVERAGE: 1.47**

*As of 10/30/14*

Nebraska, Texas , Utah, Washington, & Wisconsin require special disclaimers.

**Suggested demographics: Ages 50-75/ Under \$50K estimated income**

Please note: Response rates are only averages and cannot be guaranteed.

Response rates are based on any mailings sent out in the last year in those states.

States not shown have not been mailed with this mailer in the past 6 months.

## National Average - 1.47%

# FINAL EXPENSE RESPONSE RATES

Information **2015 BENEFIT INFORMATION**  
Concerning **FOR (STATE) RESIDENTS**

PRESORTED  
First Class Mail  
US POSTAGE  
PAID  
SDI



OPEN IMMEDIATELY -- DO NOT DELAY  
IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED

## Send this card back today!

☐ Please provide FREE information for (State) residents on funeral expense benefits.

Name \_\_\_\_\_ Birth Date \_\_\_\_\_ Phone \_\_\_\_\_  
Spouse \_\_\_\_\_ Birth Date \_\_\_\_\_

**MAILS  
1ST  
CLASS**

B-FB3

Seal, fold and tape closed before mailing. Do not detach.



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

ROCKWALL TX 75087-9891  
PO BOX 2528  
SD REPLY CENTER

POSTAGE WILL BE PAID BY ADDRESSEE

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 690 ROCKWALL TX

## 2015 Benefit Information for (State) Residents

You may qualify for a state-regulated program to pay for your final expenses **regardless of your medical condition** even if you have been turned down before.

It is important you know how to qualify for this benefit available to you. This benefit **will pay for 100% of all funeral expenses** up to \$17,500.00. This payment is tax-free for (State) residents.

You are entitled to receive this **free information** as a (State) resident. Please fill out and mail back the attached postage paid inquiry card today.

B-FB3

PLEASE VERIFY THE ADDRESS FOR THIS INFORMATION REQUEST. THIS INFORMATION IS NOT AFFILIATED WITH OR ENDORSED BY GOVERNMENT AGENCIES. YOU MAY BE CONTACTED BY A LICENSED INSURANCE REPRESENTATIVE.

## NOW AVAILABLE IN WHITE OR PINK STOCK

State:	Percent:	State:	Percent:	State:	Percent:
AL	1.63	IL	2.05	MS	0.90
AZ	0.50	IN	1.10	NE	1.80
CA	1.80	KS	1.61	NY	3.52
CO	0.45	KY	1.00	PA	0.75
FL	0.30	MD	2.40	TN	0.90
IA	1.30	MI	2.06	TX	1.17
		MN	2.99		

**AVERAGE: 1.49**

As of 10/30/14

Nebraska, Texas , Utah, Washington, & Wisconsin require special disclaimers.

**Suggested demographics: Ages 50-75/ Under \$50K estimated income**

Please note: Response rates are only averages and cannot be guaranteed.  
Response rates are based on any mailings sent out in the last year in those states.  
States not shown have not been mailed with this mailer in the past 6 months.

**National Average - 1.49%**



# COMBINATION LEAD SAMPLES

## 2015 MEDICARE UPDATE

The President has announced the guidelines for MEDICARE REFORM. How will this change your health care requirements for HOSPITAL, DOCTOR, PRESCRIPTIONS, HOME HEALTH CARE, and LONG TERM CARE needs?

Seniors need to understand how these proposals will AFFECT THEM. For information on these changes and how they will AFFECT YOU, fill out and return this postage paid inquiry card today.

### AREAS OF INTEREST:

- ☐ Long Term Care Protection
- ☐ Medicare Supplement Protection
- ☐ Final Expense Protection
- ☐ Saving up to 50% on prescription drugs

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample LT1  
  
John Q. Sample  
123 Main St.  
City, ST 12345

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## **TARGET BY:**

- **Exact Age**
- **Estimated Income**
- **Dwelling Type**
- **Zipcode, SCF, or County and more!**

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## 2015 MEDICARE UPDATE

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Seniors need to understand how these proposals will AFFECT THEM. For information on these changes and how they will AFFECT YOU, fill out and return this postage paid inquiry card today.

### AREAS OF INTEREST:

- ☐ Long Term Care Protection
- ☐ Medicare Supplement Protection
- ☐ Final Expense Protection

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample SB6  
  
John Q. Sample  
123 Main St.  
City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## 2015 MEDICARE UPDATE

The President has announced the guidelines for MEDICARE REFORM. How will this change your health care requirements for HOSPITAL, DOCTOR, PRESCRIPTIONS, HOME HEALTH CARE, and LONG TERM CARE needs?

Seniors need to understand how these proposals will AFFECT THEM. For information on these changes and how they will AFFECT YOU, fill out and return this postage paid inquiry card today.

### AREAS OF INTEREST:

- ☐ Long Term Care Protection
- ☐ Medicare Supplement Protection
- ☐ Final Expense Protection
- ☐ Fixed Annuities

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample JM6  
  
John Q. Sample  
123 Main St.  
City, ST 12345

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Typical response rates average nationally between 1.5% and 3%  
depending on which piece you choose and the state you mail.



# LONG TERM CARE LEAD SAMPLES

## \*CONGRESS LIMITS MEDICARE PAYMENTS\*

Congress now sets MEDICARE PAYMENT CEILINGS on a PER AILMENT BASIS. You should know more about this as it personally affects you.

Under this system, Medicare's payment to a hospital will NEVER EXCEED the LIMIT set by Congress for a particular ailment. Many hospitals are transferring patients to lower cost NURSING HOMES or EXTENDED CARE FACILITIES. This may not be covered by your current program and may result in your own OUT-OF-POCKET EXPENSES.

For FREE information on these important changes, fill out and mail in this postage-paid inquiry card today. We will rush you complete information concerning the new changes in MEDICARE.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample BN1  
John Q. Sample  
123 Main St.  
City, ST 12345

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## **TARGET BY:**

- **Exact Age**
- **Estimated Income**
- **Dwelling Type**
- **Zipcode, SCF, or County and more!**

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counts online!*

## LONG-TERM CARE UPDATE: NEW TAX LAW

Government programs such as Medicare and Medicaid cannot afford to expand to provide long-term care. New legislation has recently been signed into law providing tax advantages for purchasing Long-Term Care protection. This sends a message -

### YOU MUST PROVIDE YOUR OWN LONG-TERM CARE!

Some specific provisions that benefit consumers most are  
\*Deductible LTC premiums \*Tax-Free Benefits  
\*Deductions for certain expenses.

Based on your age you may be entitled to as much as \$4550.00 per year tax deduction.

If you are looking into the Government's Long Term Care plan, you owe it to yourself to compare plans! Fill out and return this no obligation POSTAGE-PAID card TODAY!

Name: \_\_\_\_\_  
Date Of Birth: \_\_\_\_\_  
Spouse: \_\_\_\_\_  
Date Of Birth: \_\_\_\_\_  
Phone: \_\_\_\_\_

SAMPLE BN3  
JOHN Q SAMPLE  
123 MAIN ST  
CITY, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## \*CONGRESS LIMITS MEDICARE PAYMENTS\*

Congress now sets MEDICARE PAYMENT CEILINGS on a PER AILMENT BASIS. You should know more about this as it personally affects you.

Under this system, Medicare's payment to a hospital will NEVER EXCEED the LIMIT set by Congress for a particular ailment. Many hospitals are transferring patients to lower cost NURSING HOMES or EXTENDED CARE FACILITIES. This may not be covered by your current program and may result in your own OUT-OF-POCKET-EXPENSES.

Fact: 3 out of 5 seniors will need to provide the money for Nursing Home or Home Health Care services.

For FREE information on these important changes, fill out and mail in this postage-paid inquiry card today. We will rush you complete information concerning the new changes in MEDICARE.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample 7N6  
John Q. Sample  
123 Main St.  
City, ST 12345

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# LONG TERM CARE LEAD SAMPLES

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Under this system, Medicare's payment to a hospital will NEVER EXCEED the LIMIT set by Congress for a particular ailment. Many hospitals are transferring patients to lower cost NURSING HOMES or EXTENDED CARE FACILITIES. This may not be covered by your current program and may result in your own OUT-OF-POCKET-EXPENSES.

FACT: 3 out of 5 seniors will need to provide the money for Nursing Home or Home Health Care services.

For FREE information on these insurance alternatives, fill out and mail in this NO OBLIGATION POSTAGE-PAID inquiry card today.

Name \_\_\_\_\_ Sample 8N6  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_ John Q. Sample  
Date of Birth \_\_\_\_\_ 123 Main St.  
Phone \_\_\_\_\_ City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## **TARGET BY:**

- **Exact Age**
- **Estimated Income**
- **Dwelling Type**
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For FREE information on these important changes, fill out and mail in this NO OBLIGATION POSTAGE-PAID inquiry card today.

I would like more information on:

( ) Home Health Care ( ) Long Term Care ( ) Medicare Supplement

Name \_\_\_\_\_ Sample BS8  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_ John Q. Sample  
Date of Birth \_\_\_\_\_ 123 Main St.  
Phone \_\_\_\_\_ City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## LONG-TERM CARE UPDATE: NEW TAX GUIDELINES

Government programs such as Medicare and Medicaid cannot afford to expand to provide long-term care. New legislation has recently been signed into law providing tax advantages for purchasing Long-Term Care protection. This sends a message-  
**YOU MUST PROVIDE YOUR OWN LONG-TERM CARE!**

Some specific provisions that benefit consumers most are

- \*Deductible LTC premiums
- \*Tax-Free Benefits
- \*Deductions for certain expenses.

Based on your age you may be entitled to as much as \$4550.00 per year tax deduction.

For FREE information about the federal and state standards, and how the new legislation will benefit you, fill out and return this no obligation POSTAGE-PAID inquiry card TODAY!

Name \_\_\_\_\_ Sample BN7  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_ John Q. Sample  
Date of Birth \_\_\_\_\_ 123 Main St.  
Phone \_\_\_\_\_ City, ST 12345

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# MEDICARE SUPPLEMENT LEAD SAMPLES

## IMPORTANT: NEW MEDICARE CHANGES

Your Medicare benefits have been reduced by Congress due to increases in your Deductibles and "Part A" Co-Insurance payment. Now, Medicare pays less of your health care cost and you are responsible for the unpaid balance.

Also, the DRG PROSPECTIVE PAYMENT SYSTEM is still in effect and sets PER-AILMENT CEILINGS on MEDICARE'S payment to a hospital. Because of these CEILINGS, many hospitals are now transferring patients to lower cost nursing homes or extended care facilities.

For FREE information on your current Deductibles and Co-Insurance payments as well as per-ailment ceilings set by Medicare and the benefits now in effect, return this postage paid inquiry card today!

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample BM1  
John Q. Sample  
123 Main St.  
City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## **TARGET BY:**

- **Exact Age**
- **Estimated Income**
- **Dwelling Type**
- **Zipcode, SCF, or County and more!**

**CALL TODAY**  
*for free counts in the area  
of your choice or visit  
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counts online!*

## IMPORTANT: PROJECTED MEDICARE CHANGES

PROPOSED CUTS TO EXISTING GOVERNMENT PROGRAMS INCLUDE A SIGNIFICANT REDUCTION IN THE FEDERAL MEDICARE PROGRAM, WHICH MAY RESULT IN AN INCREASE IN PREMIUMS AND FEES THAT YOU MUST PAY... AND A DECREASE IN SOME BENEFITS.

THIS NEW CUTBACK IN THE FEDERAL MEDICARE PROGRAM MEANS YOU WILL BECOME RESPONSIBLE FOR AN EVEN GREATER PORTION OF YOUR HEALTH CARE EXPENSES... EXPENSES THAT WERE PREVIOUSLY PAID BY MEDICARE.

FOR MORE INFORMATION ABOUT THESE CHANGES AND HOW THEY WILL PERSONALLY AFFECT YOU AND YOUR PRESENT HEALTH CARE COVERAGE, SIMPLY COMPLETE AND RETURN THIS POSTAGE PAID CARD TODAY. THERE WILL BE NO COST OR OBLIGATION FOR THIS INFORMATION.

ALSO, DESIGNED FOR LIMITED INCOME FAMILIES OR FIXED INCOME SENIORS, A PLAN IS AVAILABLE TO HELP PAY ANY FINAL EXPENSE DEBTS THAT SOCIAL SECURITY DOES NOT PAY.

X \_\_\_\_\_  
SIGNATURE

Sample CB11

AGE \_\_\_\_\_ SPOUSE \_\_\_\_\_  
( ) \_\_\_\_\_  
AREA \_\_\_\_\_ PHONE \_\_\_\_\_

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

## 2015 MEDICARE UPDATE

As of January 1st, a leading senior organization and other Medicare Supplement insurers have increased their rates up to 30% on Medicare supplement coverage. Many seniors have turned to HMOs seeking lower premiums only to find out that patient care is inadequate. Some HMOs have even closed their doors.

Based on this there is now available a plan in your state to supplement Medicare at lower rates for seniors over 65 years of age.

To find out how to qualify, return this Medicare Supplement inquiry card within 5 days.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample BM3  
John Q. Sample  
123 Main St.  
City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

**TARGETLEADS** 

959 W. Ralph Hall Pkwy, Suite 101  
Rockwall, TX 75032  
(800) 723-5254  
info@targetleads.com

[www.targetleads.com](http://www.targetleads.com)

Typical response rates average nationally between 1.5% and 3%  
depending on which piece you choose and the state you mail.

# TURNING 65 RESPONSE RATES

## MEDICARE OPEN ENROLLMENT INQUIRY CARD

When you turn age 65, you will be in your Medicare “open enrollment” period, which means you can choose any Medicare carrier without medical questions.

You only have ONE open enrollment period.

Make an informative choice during your open enrollment and possibly save hundreds of dollars each year! For more information on the choices and benefits available, return this postage paid inquiry card today!

( ) YES! Also send me information on prescription discounts

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_

Sample OE1

John Q. Sample  
123 Main St.  
City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

<u>State</u>	<u>Percent</u>	<u>State</u>	<u>Percent</u>	<u>State</u>	<u>Percent</u>
AL	5.87	KY	3.44	NJ	3.22
AR	5.38	LA	5.10	NV	2.18
AZ	2.05	MA	4.85	NY	4.16
CA	2.98	MD	4.68	OH	3.33
CO	2.27	ME	3.84	OK	3.39
CT	3.80	MI	3.94	OR	4.84
DE	2.90	MN	3.14	PA	3.24
FL	2.72	MO	4.38	RI	3.50
GA	3.77	MS	4.70	SC	3.76
IA	7.82	MT	6.17	SD	5.30
ID	3.45	NC	3.09	TN	2.78
IL	2.80	ND	5.27	TX	1.59
IN	4.78	NH	3.96	WA	5.40

**Average As  
of 10/30/14      3.94**


**Suggested demographics: Turning 65 in 4-6 months, all incomes**

Nebraska, Texas, Utah, Washington & Wisconsin require special disclaimers. Not Available in Kansas

Please note: Response rates are only averages and cannot be guaranteed.  
Response rates are based on any mailings sent out in the last year in those states.  
States not shown have not been mailed with this mailer in the past 6 months.

**National Average - 3.94%**

# NEW MEDICARE SUPPLEMENT LEAD

Information	2015 MEDICARE UPDATE	PRESORTED First Class Mail US POSTAGE PAID SDI
<div>Information Concerning</div> <div></div> <div><div>ROCKWALL TX 75087-9891</div><div>PO BOX 2528</div><div>SD REPLY CENTER</div></div> <div><div>POSTAGE WILL BE PAID BY ADDRESSEE</div><div><div>BUSINESS REPLY MAIL</div><div>FIRST-CLASS MAIL PERMIT NO. 690 ROCKWALL TX</div></div></div> <div><div>UNITED STATES</div><div>IF MAILED</div><div>NECESSARY</div><div>NO POSTAGE</div></div> <div><div>CHANGES IN YOUR MEDICARE BENEFITS</div><div>As of January 1st, many Medicare Supplement insurers have increased their rates up to 40% in the last two years on Medicare supplement coverage.</div><div>Based on this, there is now available a plan in your state to supplement Medicare at lower rates for residents over 65 years of age.</div><div>You must detach and mail the attached postage-paid card to receive this vital information. This latest information is being held until you request it. Please verify that your address is correct on the attached card and please...</div><div><div>MAIL TODAY TO RECEIVE THIS VITAL INFORMATION...</div><div>REQUESTS WILL BE PROCESSED IN THE ORDER RECEIVED...</div><div>REQUESTS RETURNED MORE THAN 15 DAYS FROM RECEIPT OF THIS NOTICE MAY NOT BE PROCESSED</div></div><div>B-GS9</div></div>		
<div>IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED ON SUPPLEMENTAL INSURANCE BENEFITS OPEN IMMEDIATELY -- DO NOT DELAY</div> <div>IMPORTANT - VERIFY ADDRESS BY MAILING POSTAGE-FREE CARD TODAY</div> <div><div>PLEASE see that I receive information on the latest Medicare Changes and the item checked below.</div><div>Name _____ Birth Date _____ Phone _____</div><div>Spouse _____ Birth Date _____</div><div><input type="checkbox"/> Medicare supplement plans now available in my state</div><div><i>If you are on a low income and Medicare you might be eligible for a special needs plan. Return this postage paid card today to see if you qualify.</i></div><div>B-GS9</div></div> <div><div>We provide reliable, appropriate and suitable information to Seniors on educational and insurance related matters. If time allows, the information you requested will be delivered by a representative. These representatives and/or any company they represent are not connected with or endorsed by the US Government or any State agency.</div></div>		

## Two additional versions of this mailer are available!

Sample B-MS10 removes the section about being on low income and Medicare.

Sample B-MS12 is the same as B-MS10 but offers the free "Medicare and You" booklet to increase response rates!

**TRY ONE TODAY! EMAIL [INFO@TARGETLEADS.COM](mailto:INFO@TARGETLEADS.COM) FOR SAMPLES**

LASER PRINTED 8 1/2" X 6" Form - Folds to 4 1/4" X 6"  
Mails FIRST CLASS so you have responses  
an average of one week FASTER!!!

**TARGETLEADS**

## AVERAGING OVER 3% NATIONALLY!

Suggested demographics: Ages 65-80 / Under \$20K estimated income

Nebraska, Texas, Utah, Washington & Wisconsin may require special disclaimers. Not available in Kansas.

959 W. Ralph Hall Pkwy, Suite 101  
Rockwall, TX 75032  
(800) 723-5254  
[info@targetleads.com](mailto:info@targetleads.com)

**[www.targetleads.com](http://www.targetleads.com)**

Typical response rates average nationally between 1.5% and 3% depending on which piece you choose and the state you mail.



# SAMPLE B-MS10 RESPONSE RATES

Information **2015 MEDICARE UPDATE**  
Concerning

PRESORTED  
First Class Mail  
US POSTAGE  
PAID  
SDI



IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED  
ON SUPPLEMENTAL INSURANCE BENEFITS  
OPEN IMMEDIATELY -- DO NOT DELAY

IMPORTANT - VERIFY ADDRESS BY MAILING POSTAGE-FREE CARD TODAY

PLEASE see that I receive information on the latest Medicare Changes and the item checked below.

Name \_\_\_\_\_ Birth Date \_\_\_\_\_ Phone \_\_\_\_\_

Spouse \_\_\_\_\_ Birth Date \_\_\_\_\_

☐ Medicare supplement plans now available in my state

**MAILS  
1ST  
CLASS**

B-MS10

For more information to Seniors on educational and insurance related matters. If you requested will be delivered by a representative. These representatives and/or any other person connected with or endorsed by the US Government or any State agency.

ROCKWALL TX 75087-9891

PO BOX 2528

SD REPLY CENTER

POSTAGE WILL BE PAID BY ADDRESSEE

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 690 ROCKWALL TX

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

## CHANGES IN YOUR MEDICARE BENEFITS

As of January 1st, many Medicare Supplement insurers have increased their rates up to 30% in the last two years on Medicare supplement coverage.

Based on this, there is now available a plan in your state to supplement Medicare at lower rates for residents over 65 years of age.

You must detach and mail the attached postage-paid card to receive this vital information. This latest information is being held until you request it. Please verify that your address is correct on the attached card and please...

MAIL TODAY TO RECEIVE THIS VITAL INFORMATION...  
REQUESTS WILL BE PROCESSED IN THE ORDER RECEIVED...REQUESTS  
RETURNED MORE THAN 15 DAYS FROM RECEIPT OF THIS NOTICE  
MAY NOT BE PROCESSED

B-MS10

State:	Percent:	State:	Percent:	State:	Percent:
CA	3.81	KY	1.80	NJ	3.40
CO	3.20	LA	3.40	NV	1.90
CT	2.50	MD	2.35	OK	2.70
FL	2.18	MS	1.95	PA	0.80
GA	2.20	MT	3.60	SD	1.30
IA	2.55	NE	1.30	TX	2.05
IL	3.45			VA	1.80

**Average: 2.42**

Nebraska, Texas, Utah, Washington, & Wisconsin require special disclaimers. Not available in Kansas


**Suggested demographics: Ages 65+ / \$20K+ estimated income**

Please note: Response rates are only averages and cannot be guaranteed.  
Response rates are based on any mailings sent out in the last year in those states.  
States not shown have not been mailed with this mailer in the past 6 months.

**National Average - 2.42%**



# DUAL ELIGIBLE MAILER

Information <b>2015 MEDICARE UPDATE</b> Concerning		PRESORTED First Class Mail US POSTAGE PAID SDI
		
IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED ON SUPPLEMENTAL INSURANCE BENEFITS OPEN IMMEDIATELY -- DO NOT DELAY		
IMPORTANT - VERIFY ADDRESS BY MAILING POSTAGE-FREE CARD TODAY		
PLEASE see that I receive information on the latest Medicare Changes and the item checked below.		
Name _____	Birth Date _____	Phone _____
Spouse _____	Birth Date _____	
<input type="checkbox"/> Medicare/Medicaid plans now available in my area		
<i>If you are on a low income and Medicare you might be eligible for a special needs plan. Return this postage paid card today to see if you qualify.</i>		
B-MC11		
<small>We provide reliable, appropriate and suitable information to Seniors on educational and insurance related matters. If time allows, the information you requested will be delivered by a representative. These representatives and/or any company they represent are not connected with or endorsed by the US Government or any State agency.</small>		

BUSINESS REPLY MAIL	
ROCKWALL TX 75087-9891	SD REPLY CENTER PO BOX 2528
POSTAGE WILL BE PAID BY ADDRESSEE	
FIRST-CLASS MAIL PERMIT NO. 690 ROCKWALL TX	
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES	
NEW PROGRAMS AVAILABLE FOR MEDICARE AND MEDICAID RECIPIENTS	
New programs in place for this year can help you with not only MEDICAID BENEFITS but also on DENTAL and VISION.	
If you are on Medicare and Medicaid, these programs are available at no charge to you and you can change at any time. This plan also covers free medical transportation to and from doctor and hospital visits.	
You must detach and mail the attached postage-paid card to receive this vital information. This latest information is being held until you request it. Please verify that your address is correct on the attached card and please...	
MAIL TODAY TO RECEIVE THIS VITAL INFORMATION... REQUESTS WILL BE PROCESSED IN THE ORDER RECEIVED... REQUESTS RETURNED MORE THAN 15 DAYS FROM RECEIPT OF THIS NOTICE MAY NOT BE PROCESSED	
B-MC11	

**Additional versions of this mailer are available!**

**TRY ONE TODAY! EMAIL [INFO@TARGETLEADS.COM](mailto:INFO@TARGETLEADS.COM) FOR SAMPLES**

**SUGGESTED CRITERIA: AGES 65+ with estimated income UNDER \$20,000**

**LASER PRINTED 8 1/2" X 6" Form - Folds to 4 1/4" X 6"**  
**Mails FIRST CLASS so you have responses**  
**an average of one week FASTER!!!**

**TARGETLEADS**

**AVERAGING OVER 4.5% NATIONALLY!**

959 W. Ralph Hall Pkwy, Suite 101  
Rockwall, TX 75032  
(800) 723-5254  
[info@targetleads.com](mailto:info@targetleads.com)

**[www.targetleads.com](http://www.targetleads.com)**

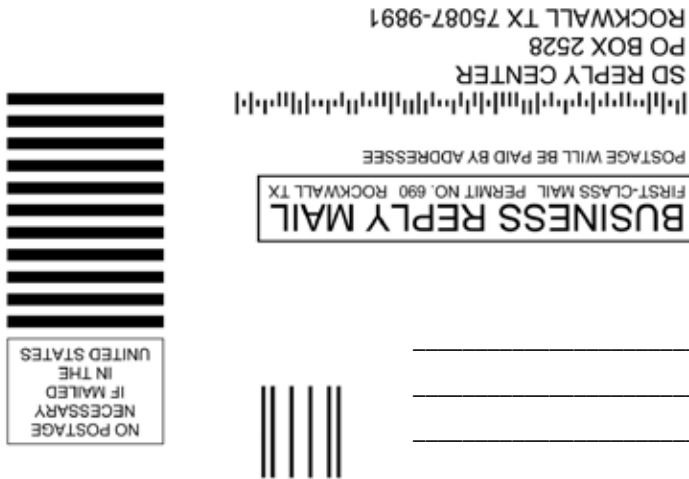
Nebraska, Texas, Utah, Washington & Wisconsin may require special disclaimers.

Typical response rates average nationally between 1.5% and 3%  
depending on which piece you choose and the state you mail.

# SPECIAL NEEDS MAILER B-KK5

2015 MEDICARE HEALTH PLAN UPDATE  
RETURN REPLY REQUESTED

PRESORTED  
First Class Mail  
US POSTAGE  
PAID  
SDI



## Message: 2015 Medicare Health Plan Update

You may not be getting all the Medicare benefits for which you are entitled. There are new plans that you should be aware of.

**2015  
Healthcare  
Plan  
Update**

### You may be missing out on what you are entitled to receive.

If you are covered by Medicare and Medicaid or have a chronic condition such as congestive heart failure, diabetes or others - you may be eligible to take advantage of a Medicare Special Needs Plan.

Complete and return the attached free card to find out if you currently receive all the benefits.

B-KK5

No cost or obligation. Not affiliated with any government agency. A representative may call.

## REQUEST FOR INFORMATION

that I receive all the Medicare benefits for which I am entitled.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Phone \_\_\_\_\_  
Spouse \_\_\_\_\_  
Date of Birth \_\_\_\_\_

PLEASE VERIFY ADDRESS. COMPLETE AND MAIL TODAY.

your privacy, fold and tape closed before mailing. Do not detach. B-KK5

LASER PRINTED 8 1/2" X 6" Form - Folds to 4 1/4" X 6"  
Mails FIRST CLASS so you have responses  
an average of one week FASTER!!!

## AVERAGING 4% NATIONALLY!

Nebraska, Texas, Utah, Washington & Wisconsin may require special disclaimers. Not available in Kansas.

**TARGETLEADS**

959 W. Ralph Hall Pkwy, Suite 101  
Rockwall, TX 75032  
(800) 723-5254  
info@targetleads.com

**www.targetleads.com**

Typical response rates average nationally between 1.5% and 3%  
depending on which piece you choose and the state you mail.

# CUSTOM PRINTING AND MAILING

Are you costing yourself money?

JUST A FEW  
EXAMPLES OF  
WHAT WE CAN  
PRINT FOR YOU!

Write  
a case within 30  
days of this seminar  
and receive a year's  
worth of CE credits  
FREE!

## Don't miss this opportunity!

Date: **Wednesday, October 28, 2009**

Time: **8:30 a.m. – 12:00p.m.** (includes complimentary breakfast)

(Registration 8:30 - 9:00 with conference beginning promptly at 9:00)

Location: **The University of Phoenix - Suite 101**

11451 Katy Freeway (I-10 & Kirkwood) Houston, TX

University of Phoenix is a trade name and registered trademark of the Apollo Group, Inc. It's use herein by 3 Mark Financial to identify the event location is not intended as an affiliation with, sponsorship or endorsement of the event by University of Phoenix Group, Inc.

## Learn:

- How to use innovative life insurance policy features to increase your clients' liquidity in the event of life's unexpected
- How to overcome client objections with powerful presentation tools that help illustrate life insurance as an asset into a client's overall financial portfolio
- How to strengthen relationships with clients, and be more profitable with an easy to follow insurance review process

Please contact 3 Mark  
Financial for more information  
space by **October 23rd**

Phone: 281.281.2812  
or 888.533.2812  
Fax: 281.281.2812  
Email: [CAROLYN@3MARKFINANCIAL.COM](mailto:CAROLYN@3MARKFINANCIAL.COM)

Are you between the  
ages of 53 and 68?

A unique opportunity is now  
available to Guarantee your  
Independence and Lifestyle

Family is first

Look How Affordable It  
Can Be To Ensure Your  
Independence

KNOWLEDGE IS  
POWER

THE MONTEREY PROGRAM  
FOR EXECUTIVE HEALTH

World Class Medicine... World Class Destination  
In Partnership with The Community Hospital  
of the Monterey Peninsula (CHOMP)

HOSPITALITY

DISCOVERY

How  
Married  
Couples  
Can Plan to  
Maximize  
Their  
Social  
Security  
Income

If you are between ages 58 and 69, you should consider this event!

- In this one hour class, you'll learn:
- How your Social Security benefit is calculated.
- Why is your annual benefit estimate almost always different than your actual benefit?
- How two special claiming strategies could miss out on substantial benefits.
- How to fix your election.

SIGNATURE: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
AGE: \_\_\_\_\_  
SPOUSE'S AGE: \_\_\_\_\_

PLEASE VERIFY ADDRESS - COMPLETE & MAIL TODAY

Complete and Return this Postage Free Card Today to Secure Your Future.

[www.targetleads.com](http://www.targetleads.com)

- Booklets
- Brochures
- Business Cards
- Calendars
- Canvas Prints
- Catalogs
- Counter Cards
- Door Hangers
- Envelopes
- Event Tickets
- Flyers
- Folders
- Gift Certificates
- Greeting Cards
- Hang Tags
- Invitations
- Labels
- Letterhead
- Magnets
- Menus
- Nightclub Flyers
- Postcards
- Posters
- Poster Signs
- Rack Cards
- Sales Sheets
- Stickers
- Table Tents
- Vinyl Banners
- Wall Graphics
- Window Clings
- Yard Signs

# State Approved Long-Term Care Partnership Lead Program



TARGETLEADS is the ONLY direct mail vendor approved in the state of California to mail the state approved Long-Term Care Partnership leads.

The results have been astounding. These leads are extremely qualified. California agents have been quoted as saying this is the best lead program they've ever used and many have turned away from other lead generating methods only to focus solely on these leads.

We are anxious to bring this exciting and successful program to all states and are working diligently towards that goal.



If you are an agent in California and would like to register for this program, please visit [www.targetleads.com](http://www.targetleads.com). If you are in another state but interested in partnership leads for your state, please call (800)723-5254 or you can email [info@targetleads.com](mailto:info@targetleads.com).

959 W. Ralph Hall Pkwy, Suite 101  
Rockwall, TX 75032  
(800) 723-5254  
[info@targetleads.com](mailto:info@targetleads.com)  
[www.targetleads.com](http://www.targetleads.com)



# TL LEAD MANAGER

# TLLM

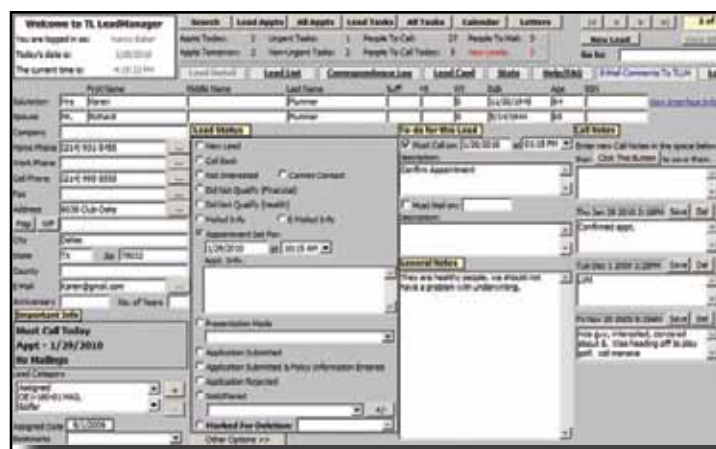
TL LeadManager was created to solve a serious problem for insurance agents, agencies and carriers. Anyone that purchases leads must be very, very organized. You must know which leads are generating the most bang for your buck. All of your prospects and your clients must be maximized. You cannot afford to allow little things to slip through the cracks any longer.

Our simple to use, web-based system is designed specifically and solely for the Life and Health insurance industry to maximize marketing dollars while minimizing time. If you are purchasing leads on a regular basis, this system can be 100% FREE and your leads will be automatically entered into your database daily.

We hope that you will take the opportunity to step into the 21st century. Move away from a paper system and discover what agents across the country already know, that TL LeadManager is the easiest to use and most comprehensive lead management system available today.

## For the Agents in the field:

- Receive leads instantly
- No wasted time on "Sales Reports"
- Truly easy-to-use contact management software
- Built specifically for Life and Health Insurance Sales
- Calendar, Mail Merge, Email, Commission Tracking, Driving Directions, and more
- Agents will be paper-less in days
- Agents have never been this organized



## For Insurance Agencies:

- Easily distribute leads to agents the same day they are received
- Easily track all marketing campaigns from one interface
- See the activity and productivity of each agent
- Compare agents, easily find strengths and weaknesses
- Compare lead sources, find the most productive leads quickly
- Track every leads' progress with just a few clicks
- Easily re-assign leads not properly worked to another agent, never lose a lead again
- No more excuses from your Agents. They are now 100% accountable.

Campaign Report for: All Dates [X] Use Batch Content Information [X] Use Batch Header Information									
Batch	Batch Cost	# of Mails	Date Mailed	# of Responses	Response Rate	Cost Per Lead	# of Policies Sold	\$ Total of Policies	
001-131-02 MAIL	\$734.02	1,488	08/01/2009	70	4.67%	\$10.49	10	\$9,600.00	
001-155-01 MAIL	\$523.81	1,069	08/03/2009	53	4.96%	\$9.88	12	\$12,300.00	
001-157-01 MAIL	\$810.05	1,245	08/03/2009	66	5.30%	\$9.24	19	\$19,872.00	
001-160-01 MAIL	\$1,101.52	2,240	08/07/2009	114	5.07%	\$9.66	23	\$23,112.00	
001-162-04 MAIL	\$807.52	1,648	08/03/2009	77	4.67%	\$10.49	8	\$7,740.00	
001-163-01 MAIL	\$704.62	1,438	08/05/2009	64	4.45%	\$11.01	16	\$16,156.00	
001-165-01 MAIL	\$690.23	1,327	08/03/2009	66	4.97%	\$9.85	8	\$8,028.00	
001-69-01 MAIL	\$1,031.94	2,106	07/31/2009	99	4.70%	\$10.42	19	\$20,148.00	
Totals	\$6,163.71	12,579		609	4.84%	\$10.12	114	\$124,956.00	

# ABOUT US

TARGETLEADS, a division of Senior Direct, Inc., opened its doors in April of 1985. In February of 1994, Senior Direct Inc was purchased by the Seitman family from Caretenders Inc. Current TARGETLEADS President, Richard Bufkin, has been leading the company in its success since 2005 and is responsible for the LTC Partnership contracts in CA and IN as well as the growth of the software division, TL LeadManager.

Addresses	Phone/General Email	Hours
<b>Texas Office</b>		
959 W Ralph Hall Pkwy #101	(800) 723-5254 toll free	Monday - Friday
Rockwall, TX 75032	(972) 722-8356 local	8:30 am - 5:00 pm (central time)
info@targetleads.com	(972) 722-2187 fax	
<b>California Office</b>		
20 Ragsdale Dr Ste 220	(877) 624-9444 toll free	Monday - Friday
Monterey, CA 93940		8:30 am - 5:00 pm (pacific time)

Name	Title	Ext.	Email Address
Richard Bufkin	President	CA	richard@targetleads.com
Melissa Hale	General Manager	305	melissah@senior-direct.com
<b><u>Sales Team</u></b>			
Michelle Bardin	Sales Manager	306	michelle@targetleads.com
Marva Shannon	Account/Sales Executive	310	marva@targetleads.com
Jessica Roberts	Account/Sales Executive	314	jessica@targetleads.com
<b><u>Production Team</u></b>			
Lisa Hooper	Production Operator	304	lisah@senior-direct.com
Veronica Acosta	Lead Operator	302	veronicaa@senior-direct.com
Kim Crouch	Production Operator	303	kimc@senior-direct.com
Karen Bailey	Production Assistant	301	karenb@senior-direct.com
<b><u>Partnership Team</u></b>			
Mandy McGrath	Executive Assistant	CA	mandy@senior-direct.com
Michelle Garrison	Executive Assistant	309	michelleg@senior-direct.com