



Need 10 Appointments?

Lead Purchase

Company								
Type	A	B	C	D	IPL	3-9	10-18	19-36
# of Leads	15	60	100	300	50	70	200	300
Ratio	1:3	1:6	1:10	1:30	1:5	1:7	1:20	1:30
Cost	\$615	\$360	\$200	\$315	\$150	\$235	*\$335	*\$340

Putting together 10 appointments for an ER1 at 70% contract will average around \$2,800.00 of gross commissions, with \$2,100.00 advanced!!

*This cost includes mailing out leads, watch the video on the Theodore site:
["How to work with old leads"](#)

**These numbers are averages that hold true over time.