

targetagent lists

We've spent almost 20 years developing and refining the most innovative, up-to-date database of 1.6 million agents and registered reps ever available in the industry. Whether you want to target a niche segment of the market, recruit producers nationwide, or build your own personal database, we can help you. Our advanced segmentation capabilities allow you to custom build your list by geographic region, product specialty, licenses held, company appointments, and more. Don't settle for poor imitations. With Target Agent Lists, the possibilities are endless.



agent media's 10-step database refinement process

We've been maintaining the Target Agent Lists database for almost 20 years. In that time, we have perfected a meticulous enhancement process to ensure the accuracy of every list you buy.

- 1** The list is sent to our National Change of Address (NCOA) provider. They run the list through the U.S. Post Office change of address file, inserting new addresses from forwarding orders and identifying known incorrect addresses.
- 2** We delete any identified bad addresses, as well as those that do not have a valid postal address, as identified from the previous step.
- 3** We delete any name and address that does not have a 9-digit ZIP code affixed to it. These are usually undeliverable.
- 4** We delete duplicate entries. State boards will often have the same agent listed multiple times.
- 5** All addresses are modified to conform to specific postal standards.
- 6** We delete addresses from returns sent to us by clients using our lists, as well as addresses of agents who have notified us that they do not want to receive any mail.
- 7** We delete names from a 200,000-name national "Prior Bad Address" list that we've built in-house. These are known bad addresses identified from our prior years of list enhancement.
- 8** We delete the names of captive agencies, car dealerships, and banks.
- 9** We ensure that every agent on the list carries the type of life and/or health license required to contract with a legal reserve life company. Some states have several license types, so we ensure agents have the type of license they need to contract with you.
- 10** We check the list for multiple names at one address. This usually indicates a captive agency.

» **Did you know...** up to 30% of the lists obtained from state departments of insurance are undeliverable?

What does this mean to you? If you're using a list company that does not have Agent Media's experience and expertise in refining each state list, you can expect that nearly one in three pieces that you mail will never reach the qualified prospects you're targeting. That's a lot of wasted money on list acquisition, printing, and postage.

the art and science of database maintenance: a case study

State lists are constantly changing, and it's a full-time job to keep up with the changes. The following shows what can happen with one state list in a one-year period.

143,516 Total agents at beginning of year

11,408 Agents relocated

16,949 New agent licenses

15,988 Agents not renewing their license

144,477 Total agents at end of year

=31% LIST CHANGE!

INDUSTRY'S BEST DELIVERABILITY GUARANTEE!

Think there's no such
thing as 200% certainty?

There is when it comes to Target Agent Lists. We're so confident in the accuracy of our lists, we'll offer you a **2-for-1 credit on all undeliverables.**

» **Did you know...** Even a good state list can go bad very quickly without proper maintenance. Address changes and agents entering and leaving the business can change a list up to 35 percent in just one year.

What does this mean to you? If you don't constantly update the list you're using, it is likely to be obsolete in a very short period of time. That translates to wasted time and money for you. Call Agent Media to update the lists you're using.

target lists

Target by Product

- Life Producers
- Health Producers
- Annuity Producers
- LTCI Producers
- Variable Product Producers
- Critical Illness Producers
- Final Expense Producers
- Dental Producers
- Property & Casualty Producers



Other Specialty Lists

- Women/Men
- Captive/Non-captive
- New/Experienced Producers
- Company Appointments
- Seminar Lists
- Agent's Sales Journal Readers
- Agent's MarketPlace Readers



Target by Market

- Senior Market
- Boomer Market
- Top Producers
- Hispanic Market
- Geographical Regions
- Benefits Market
- Registered Representatives

» Call one of our marketing consultants to find out how we can build a customized list to help you achieve your marketing objectives. Not all lists available in all states.

registered reps lists

If you need securities or equities reps, call us for details on a list targeting them. We have almost 400,000 registered reps, with 160,000 also having insurance licenses. We have Series 6, 7, 24, 26, and others.

Our lists are sold by a variety of geographical selections — national, statewide, post office sectional center facility areas, and ZIP code. In most areas we can provide CRD#, B/D affiliation, and license type. We can provide your list to you in a digital format or on printed labels. Tell us what you need, and we will build a list just for you!

enhanced database service

Want to enhance your current database or build a new one from the ground up? We can partner with you to custom-build an exclusive prospect database designed specifically to help you achieve your distinct marketing objectives. As part of this unparalleled service, we check your database for accuracy and update it on a regular basis. Then, we'll help you reach your audience through a strategic combination of various results-oriented marketing channels. Call for a consultation with one of our marketing specialists, who can work with you to plan a program to help you achieve your business objectives.