



LeadStar Commission Worksheet - MA Sales

Cost per lead	Inbound Transfer - \$42
Leads purchased per day	5
Days worked per week	2
Lead cost per week	\$420
Average commission per week	\$600
Annual commission revenue	\$30,000
Year 1 net profit after lead spend	\$9,000
Year 5 net profit after lead spend (renewal commissions included)	\$99,300

- ★ Calculated at 15% closing ratio and \$400 average commission per sale.
- ★ Numbers do not account for attrition, but also do not account for referral sales, CMS commission increases or PSM Marketing Incentives.



About LeadStar

Good leads need to be compliant and delivered when agents need them — allowing them to make a connection to customers who are actively shopping. By taking advantage of LeadStar Marketplace, a private leads platform, agents can better focus efforts on the prospects who are most likely to become Medicare and final expense insurance customers. LeadStar Marketplace platform delivers exclusive, real-time leads as well as inbound and warm transfer calls directly to agents in the field.