



## **iLeads.com Partners with The First American Financial Corporation to Enhance Insurance Leads**

*Shared data allows for real-time calculation of underinsurance.*

Newport Beach, CA ([PRWeb](#)) July 13, 2007 -- iLeads.com, the nation's leading provider of internet-generated consumer leads for the insurance and mortgage industries, and The First American Financial Corporation (NYSE: FAF), America's largest provider of business information, have teamed up to provide real-time insurance leads enhanced with exclusive homeowner's data, allowing for the calculation of the consumer's underinsurance amounts prior to the sales call.

“By appending First American data to our leads, we are able to give our clients leads that convert at a higher rate,” explains Drew Warmington, president and CEO of iLeads.com. “With this new product, insurance professionals will know if a customer is underinsured in advance of the call. This allows the agent to have a quote prepared before contacting the consumer.”

To help the insurance professional better connect with the consumer, iLeads.com sends out an email to the consumer with the amount they are underinsured. The email also reminds the consumer that an insurance professional will be calling. “We are leveraging First American data to pre-sell the consumer, improving conversion rates for our clients and increasing their satisfaction with our services,” says Warmington. “Client satisfaction is the lifeblood of our business.”

iLeads.com generates its leads from a network of websites, such as homeownerswiz.com, visited by consumers who are using the Internet to find solutions to their financial needs. “Consumers come to our sites through the search engines, not through banner ads or gimmicks,” explains Warmington. “They pre-qualify themselves three ways: first, by initiating the search; second, by browsing our websites for information; and third, by completing an online form requesting a phone call and quote.” Before offering the lead to its clients, iLeads.com verifies the accuracy of the information and enhances it with data from First American. The company generates leads for [homeowners insurance](#), [life insurance](#), auto insurance, health insurance, [long term care insurance](#) and several mortgage products.

### About iLeads.com

iLeads.com has been the leading innovator of online financial lead-generation since 1996. Through its network of websites, iLeads.com has attracted, validated, and qualified more than five million leads for the mortgage and insurance industries. Thousands of industry professionals count on iLeads.com to deliver a steady stream of convertible leads every month. Since 2000, iLeads.com has been a partner of The First American Financial Corporation (NYSE: FAF). More information about iLeads.com can be found at [www.ileads.com](http://www.ileads.com).

### About First American

The First American Corporation (NYSE: FAF), a FORTUNE 500 company that traces its history to 1889, is America's largest provider of business information. First American combines advanced analytics with its vast data resources to supply businesses and consumers with valuable information products to support the major economic events of people's lives, such as getting a job, renting an apartment, buying a car or house, securing a



mortgage and opening or buying a business. The First American Family of Companies, many of which command leading market share positions in their respective industries, operate within five primary business segments, including: Title Insurance and Services, Specialty Insurance, Mortgage Information, Property Information and First Advantage. With revenues of \$8.5 billion in 2006, First American has approximately 2,100 offices throughout the United States and abroad. More information about the company and an archive of its press releases can be found at [www.firstam.com](http://www.firstam.com).

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