

iLeads.com Introduces Life Insurance Plus Leads

Combining life leads and mortgage information makes for a better lead.

Newport Beach, CA ([PRWeb](#)) September 12, 2007 -- [iLeads.com](#), a leading provider of internet-generated consumer leads for the insurance and mortgage industries, has introduced a new form of [life insurance leads](#) designed to allow agents to offer mortgage protection as an immediate up-sell opportunity.

Life Plus Leads start as real-time [insurance leads](#) collected from one of more than 185 websites owned and operated by iLeads.com. Once the lead is submitted by a consumer, iLeads.com, through its association with First American Financial Corporation, scans for matching mortgage information collected on over 190 million homes then appends the relevant data, allowing the insurance agent to quote both life insurance and mortgage protection insurance, an increasingly popular form of insurance for homeowners. "By combining the consumer intent behind an internet lead with real-time appended mortgage information, iLeads.com is able to deliver a product that gives insurance agents two ways to close the deal," says Drew Warmington, president and CEO of iLeads.com. "This not only puts them ahead of the competition but allows them to better meet their customers' needs."

In today's changing market, with increasing mortgage payments and limited refinance options, fewer homeowners are in position to pay off their homes, putting them at risk of passing a large debt on to their loved ones in the event of their death. "A homeowner's largest asset and liability is generally their home," says Warmington. "With a better understanding of a homeowner's financial liabilities, the insurance agent can provide the products and services homeowners need to ensure there is no disruption for their family when they pass away."

About iLeads.com

iLeads.com has been the leading innovator of online financial lead-generation since 1996. Through its network of 185 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 [mortgage leads](#) and [insurance 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.

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