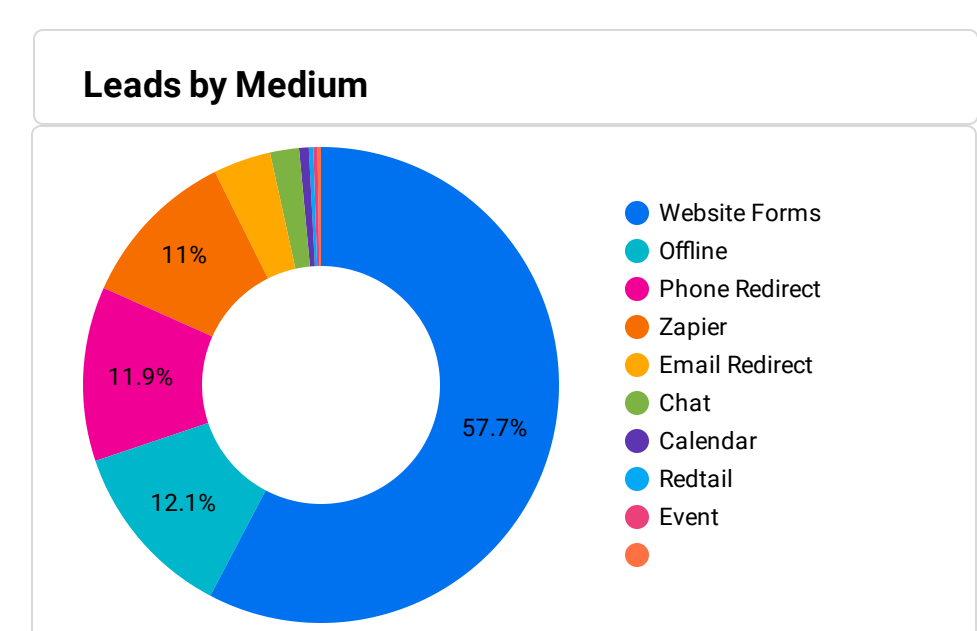
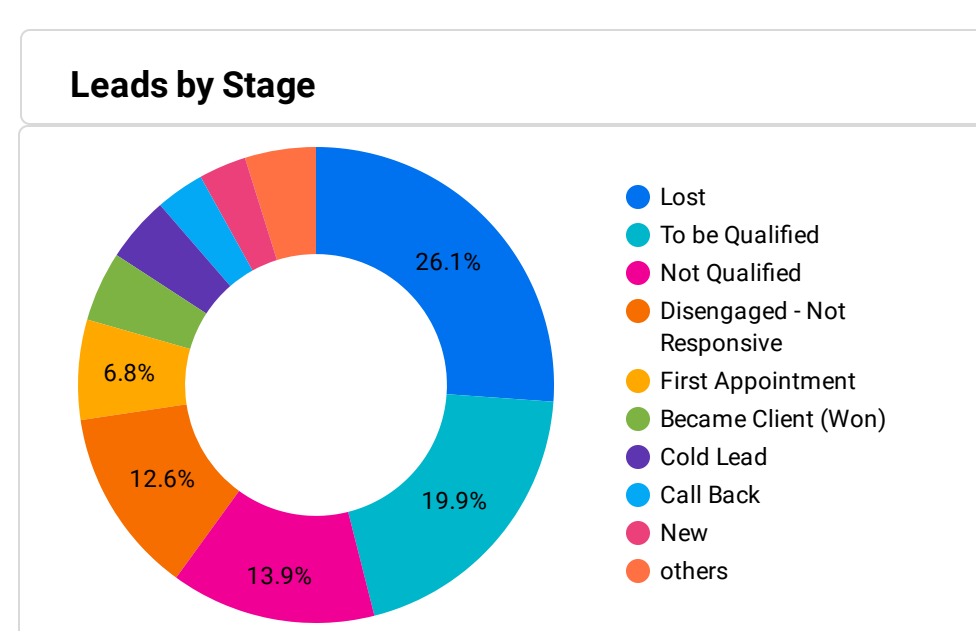
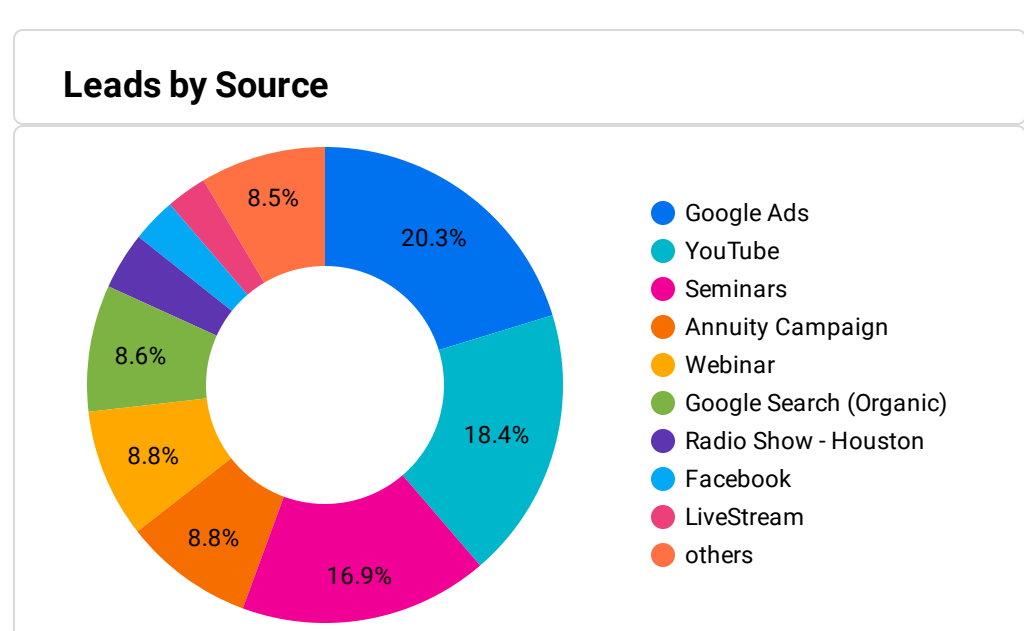
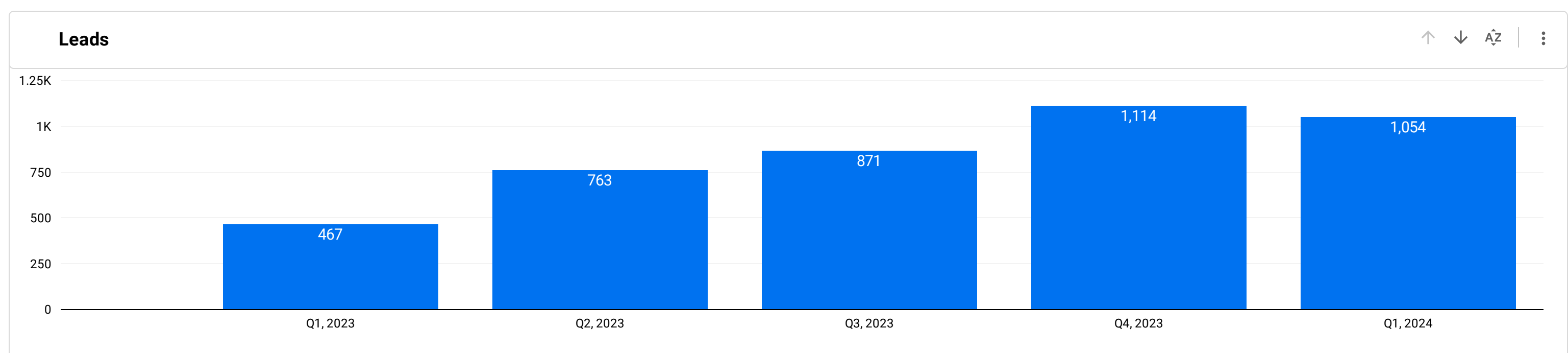


Leads in selected period: **4,269**  
 Leads YTD: **1,054** ↑ 119.1%  
 Leads MTD: **475** ↓ -5.9%  
 Leads WTD: **29** ↓ -23.7%  
 Leads YESTERDAY: **17** ↓ -15.0%  
 Leads Today: **12** ↓ -29.4%



### Leads by Source \ Current Stage

Source	New	To be Qualifi...	Cold Lead	Call Back	Qualified	First Appoint...	Pending	Became Clie...	Not Qualified	Disengaged ...	Lost	Not Relevant	Grand total
Google Ads	6	174	106	18	3	18	4	7	186	241	89	13	865
YouTube	4	88	25	9	11	147	18	64	112	44	261	4	787
Seminars	1	148	21	22	25	29	33	19	64	49	309	2	722
Annuity Campaign	16	247	1	38	1	6	1	1	8	28	29	1	377
Webinar	91	89	6	13	6	7	38	12	20	60	32	-	374
Google Search (Organic)	1	54	11	5	4	24	10	7	72	48	130	1	367
Radio Show - Houston	-	4	8	1	3	35	5	27	25	8	48	2	166
Facebook	-	13	4	1	-	1	1	-	53	24	32	-	129
LiveStream	10	7	1	1	2	1	1	6	-	9	79	1	118
SmartAsset	-	-	-	-	-	-	-	2	6	1	76	-	85
Referrals	7	-	1	-	1	18	6	26	6	4	7	-	76
null	1	17	3	1	1	2	-	21	7	11	3	1	68
AnnuityGo	-	4	-	32	1	-	-	-	2	2	4	-	45
Grand total	138	851	190	141	58	290	119	203	595	540	1,115	29	4,269

### Leads by Source \ Stage History

Source	New	To be Quali...	Call Center	Cold Lead	Call Back	Qualified	First Apt Ke...	First Appoi...	Pending	Duplicate	Became Cli...	Not Qualified	Existing C
YouTube	2,334	621	-	222	78	201	83	912	297	1	236	342	
Google Ads	1,216	803	-	344	158	24	6	66	22	-	12	239	
Google Search (Organic)	1,130	370	1	452	68	75	15	106	40	1	35	189	
Seminars	831	480	-	325	57	120	2	70	51	-	83	83	
Radio Show - Houston	802	175	-	71	7	65	23	239	78	1	115	105	
Annuity Campaign	568	487	-	109	53	12	3	35	11	-	3	37	
Webinar	550	162	-	17	76	7	-	12	41	-	20	24	
Dave Ramsey	536	61	-	3	1	-	-	2	1	-	3	22	
LiveStream	91	49	-	228	14	18	1	24	11	-	20	8	
null	220	45	-	72	9	5	-	5	1	-	23	11	
Facebook	134	94	-	31	49	2	-	5	1	-	-	56	
Referrals	145	21	-	3	-	12	2	59	28	-	82	15	
SmartAsset	85	69	-	43	1	7	1	6	3	-	2	6	
Google My Business	106	24	-	16	2	3	1	15	4	2	14	34	