



Leadbay ventures into life insurance

Lead generation company Leadbay launched in the life assurance market on Monday.

The assurance leads were introduced following a two-month trial and overwhelming demand from advisers, the company said.

The leads will be offered for term assurance and whole of life assurance in 124 postcode areas.

Advisers will also be able to select potential new clients by the amount of cover they are requesting in bands from £5000 to £500,000.

Grant Stevens, managing director of Leadbay, said the trial had also been used to test and refine the Leadbay system, making sure it suited different advisers' business requirements and way of working.

"Advisers buying life leads will benefit from the advantages established in mortgages, so every consumer will have seen the adviser's company name and given express consent for them to call before submitting their details. We have been over-

whelmed by demand for life assurance leads from both IFAs and mortgage advisers.

"Leadbay is working with advisers to give them access to the clients that they need in the way that they need it.

"Leadbay enables advisers to diversify and provides complete flexibility over lead buying so they buy only when and what they need."

The news comes as Leadbay announced it had sold its one millionth lead.