What Are Final Expense Leads? A Complete Guide For Insurance Agents

Description

By James Schulze

This article discusses the different types of final expense leads and how they are generated. It also offers insights on what makes a high-quality final expense lead and how agents can select the best lead provider to help them maximize their ROI.

Final expense (FEX) insurance continues to be one of the most consistent markets in the insurance industry. As Americaâ??s senior population grows â?? reaching approximately 82 million by 2050 â?? more consumers are looking for affordable life insurance that can help cover funeral expenses, medical bills, and other end-of-life costs.

For insurance agents, that creates an opportunity. The challenge isnâ??t whether people need final expense insurance, itâ??s finding qualified consumers who are interested in speaking with an agent. Thatâ??s where final expense leads come in. At The Leads Warehouse, we have all options of final expense leads available from final expense CTV calls to aged final expense leads. Whether youâ??re a new agent or an established agency looking to grow, understanding how final expense leads work can help you build a more consistent sales pipeline.

What are final expense leads?

Final expense leads are consumers who have expressed interest in purchasing a final expense life insurance policy. FEX policies are also known as burial insurance policies. To become an opt-in final expense lead, these consumers may have:

- Completed an online quote request
- Responded to a direct mail campaign
- Called an inbound advertisement
- Filled out a lead generation form
- Been called by a FEX call center agent

Instead of cold calling random prospects, agents begin conversations with consumers who have already shown interest in learning more about final expense insurance. Because many seniors qualify for final expense coverage, lead generation campaigns can produce significant volume.

Why final expense leads are important

Generating new business is one of the biggest challenges facing insurance agents. Referrals are valuable, but theyâ??re difficult to predict. Networking takes time. Prospecting can be expensive.

Final expense leads help create a more predictable source of new opportunities. Many successful agencies purchase leads to keep agents talking to interested consumers every day, allowing them to spend more time selling and less time searching for prospects.

Another great reason to purchase final expense leads is that a FEX policy is a â??gatewayâ?• policy for an agent. Easy to qualify for and inexpensive, a final expense plan offers multiple upselling and cross-selling opportunities for an agent.

Types of final expense leads

Not every final expense lead is the same. Understanding the different options can help agents choose the strategy that best fits their business. Agents have these options to consider:

1. **Aged final expense leads** â?? Aged final expense leads are consumers who requested information about a final expense policy in the past but were never sold or are no longer actively being contacted. Because these leads are older, they are typically available at a much lower cost than fresh leads. Many experienced agents successfully use aged final expense leads because they offer excellent value when combined with consistent follow-up and strong phone skills.
2. **Real-time final expense lead**s â?? Real-time final expense leads are delivered shortly after a consumer submits a request for more information on final expense policies. Because the inquiry is recent, these leads generally command higher prices and often provide higher initial contact rates.
3. **Inbound final expense calls** â?? Inbound final expense calls connect agents with consumers who have already picked up the phone and requested information on final expense insurance. For agencies that want to speak with prospects immediately, inbound calls can be an effective customer acquisition strategy. Inbound final expense calls can be generated from Meta marketing, Google search, or CTV ads.

Final expense leads also vary based on how they are distributed. They can be exclusive or shared. Hereâ??s the difference:

- **Exclusive final expense leads** â?? Exclusive leads are sold to only one buyer. Many agents prefer exclusive leads because they reduce direct competition from other agents contacting the same prospect.
- **Shared final expense leads** â?? Shared leads are delivered to multiple agents. While they typically cost less than exclusive leads, speed becomes extremely important. The first agent to contact the consumer often has the greatest opportunity to earn the business.

How to choose the right final expense lead

With multiple FEX insurance lead options, an agent could have a hard time deciding which lead to select. The answer lies in matching the lead type to an agencyâ??s sales process. For example:

- **Inbound final expense calls** â?? These are suited for an agency that sends leads directly to closers. Inbound FEX calls are closing opportunities. An agency that does not have an outbound dialer or sophisticated tech stack should also choose inbound final expense calls. The agency can focus on closing deals instead of on its tech setup.
- **Real-time final expense leads** â?? As either an exclusive or shared lead, real-time leads bring in top-of-the-funnel consumers ready to buy. These FEX leads are perfect for a final expense agency that has an opener/closer model. Co-reg FEX leads can go directly to the fronters. If a FEX agency wants to send real-time leads to closers, form-fill final expense leads are the best option.
- **Aged final expense leads** â?? For a final expense insurance agency that is strong on tech and that has a team of openers and closers, aged leads offer the best value and will deliver the lowest cost per acquisition (CPA).

A key tactic in lowering the client CPA is to treat inbound calls and real-time leads as both immediate closing opportunities and long-term pipeline builders. The fact is, with our internal leads, our metrics show **50%** of consumers take **90-plus** days to make a decision. Proper dispositioning of leads builds a long-term pipeline.

Our most successful clients at The Leads Warehouse purchase either inbound final expense calls or real-time final expense leads, and augment their sales process with aged final expense leads.

What makes a high-quality final expense lead

Price is important, but lead quality matters even more. A *quality* final expense lead should include all of these:

- Accurate consumer information
- Clear compliance standards
- Transparent lead sourcing
- Reliable delivery

A good lead partner should also offer flexibility, allowing agencies to scale purchases as their business grows.

The least expensive lead isnâ??t always the best value. The best lead is the one that consistently produces profitable sales and meshes with an agencyâ??s sales process. To properly vet leads, an agency should review both the ad creative and the opt-in funnel to determine if it is an ideal lead type for their sales process.

Final expense is part of a larger insurance strategy

Many independent insurance agencies sell multiple products. Itâ??s common for agencies purchasing final expense leads to also purchase Medicare leads, particularly as clients age into Medicare eligibility. Other agencies expand into ACA or auto insurance throughout the year as they continue growing their businesses.

Because of this, many agencies purchase broader insurance leads or aged insurance leads as part of a diversified marketing strategy. Cross-selling multiple insurance products can improve customer lifetime value while helping agencies maintain production throughout the year.

Choosing the right final expense leads provider

Before purchasing final expense leads, agents should ask a few important questions:

- How are the leads generated?
- Are the leads compliant with current regulations?
- Are they aged, real-time, or calls? Exclusive or shared?
- Can lead volume increase as my agency grows?
- Does the provider have experience serving insurance agencies?

Choosing the right lead partner can have a significant impact on your long-term return on investment. The right leads provider should ask questions about an agencyâ??s tech stack, sales process, and nurturing funnel to assist the company in picking the proper final expense lead type.

Why insurance agencies choose The Leads Warehouse

The Leads Warehouse has helped insurance agencies grow through high-quality lead generation solutions for over 20 years. We offer final expense aged leads, real-time leads, inbound calls, and additional insurance lead products designed to help agencies build consistent sales pipelines.

Many of our clients purchase multiple insurance products throughout the year, including Medicare, ACA, and auto insurance leads, allowing them to diversify their marketing while serving more consumers.

Conclusion

Final expense insurance remains one of the strongest opportunities in the insurance industry. Demand continues to grow as Americaâ??s population ages, creating ongoing opportunities for agencies that maintain a consistent flow of qualified prospects. Whether youâ??re looking for final expense aged leads, real-time leads, or inbound opportunities, the right lead strategy can help create a more predictable pipeline and position your agency for long-term growth. Are you ready to talk about how you can grow your final expense sales pipeline?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

Connect with James Schulze on LinkedIn:
https://www.linkedin.com/in/james-l-schulze

Read additional market analysis and commentary from James Schulze on Substack:
https://jameslschulze.substack.com

If you would like more information on how you can grow your final expense insurance sales, give The Leads Warehouse a call at **1-800-884-8371** or visit our website at https://theleadswarehouse.com.

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jimtlw-media