



Who Has The Best Aged Leads? 7 Lead Companies Compared for 2027

Description

By James Schulze

This article compares seven lead companies based on several factors that are important to lead buyers. It also gives lead buyers insights on how to evaluate lead providers and key questions they should ask before selecting a lead provider and purchasing leads.

Buying aged leads in 2027 isn't simply about finding the lowest cost per lead (CPL). Aged lead companies differ substantially in many aspects, including their:

- Served industries
- Available lead ages
- Geographic targeting
- Filtering capabilities
- Minimum order requirements
- Delivery methods
- Depth of information included with each record
- Marketing expertise

Not every company selling "aged leads" is selling the same product. Some providers specialize almost entirely in aged internet leads. Others provide raw consumer data. Some focus on a single vertical, while others offer aged leads alongside real-time web leads, inbound calls, live transfers, and other customer-acquisition products.

So, which are the best aged lead companies for 2027? We compared seven top providers based on the factors that matter most to active lead buyers, including: aged-lead specialization, industry coverage, age selection, targeting capabilities, product breadth, delivery options, scalability, and publicly available performance data.

Disclaimer: The Leads Warehouse sells aged leads and is included in this comparison. This guide is published by The Leads Warehouse, so buyers should consider that when evaluating our conclusions.

Competitor products, pricing, and policies change over time; please verify current terms directly with each provider.

Best aged lead companies for 2027: A quick comparison

Based on publicly available provider information as of October 2026, below is a quick comparison of their lead types and verticals served (Note: Product availability, features, and terms can change):

Lead Product Offering					
Provider	Multiple Verticals	Aged Leads	Real-Time Leads	Live Calls / Transfers	Best For
The Leads Warehouse	Yes	Yes	Yes	Yes	Buyers wanting aged inventory plus multi-channel scale
Aged Lead Store	Yes	Yes	No	No	Self-service buyers focused purely on aged web leads
LeadsData	Yes	Yes	Yes	Varies	Buyers looking for aged data and real-time feed options
Lead Heroes	Insurance Focused	Yes	Yes	Yes	Insurance agents seeking multiple lead formats
LeadPoint	Specialized	Yes	Yes	Varies	Buyers focused primarily on Mortgage and related markets
Aged Leads Depot	Yes	Yes	Varies	Varies	Buyers looking for multi-vertical aged inventory
Brokers Data	Specialized	Yes	Yes	Varies	Mortgage and Insurance-oriented buyers

Each of these lead providers has different products and strengths. The “best” lead provider for a company often depends on how well their leads fit with the buyer’s sales strategy and operation.

The Leads Ware House

Different
products.
Different
strengths.

7 AGED LEADS DIFFERENT

COMPARE. EVALUATE. FIND

1



THE LEADS WAREHOUSE

Multi-Channel Scale

- ✓ Aged Leads
- ✓ Real-Time Leads
- ✓ Inbound Calls
- ✓ Live Transfers
- ✓ Custom Campaigns

2



AGED LEAD STORE

Self-Service Marketplace

- ✓ Aged Leads
- ✓ Published Pricing
- ✓ Multiple Verticals
- ✗ Real-Time Leads
- ✗ Live Transfers
- ✗ API Delivery

3



LEADS DATA

Data + Feeds

- ✓ Aged Leads
- ✓ Real-Time Leads
- ✓ Multiple Verticals
- ✓ Varies by Product

THE "BEST" PROVIDER



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WAREHOUSE

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PRICE

What will
it cost?



INVENTORY

Do they have
enough volume?

1 ?? The Leads Warehouse: Best for product breadth and custom aged lead campaigns

The Leads Warehouse has supplied consumer leads and data nationwide for more than two decades and maintains extensive aged inventory across 15+ industries. For buyers specifically looking for aged leads, one of TLW's biggest advantages is customization. Depending on available inventory, buyers can build targeted campaigns around specific parameters, including:

- Target Vertical & Industry
- Original Lead Creation Date / Specific Age Range
- Geographic Granularity (State, County, or Zip Code)
- Campaign-Specific Consumer Information & Fields
- Scalable Order Volumes

Of particular importance, The Leads Warehouse isn't limited to aged leads alone. TLW also offers real-time web leads, inbound calls, live transfers, co-registration campaigns, and custom data programs for B2C and B2B selling. This is particularly helpful for organizations that don't want to lock their customer acquisition strategy into a single channel or are open to evaluating what lead type(s) work best for their sales operation and objectives. Many high-performing sales organizations choose to incorporate more than one lead type to capitalize on the different benefits each lead offers. For example, a sales center can run an aggressive outbound team on low-cost aged leads while simultaneously routing high-intent live transfers or real-time inquiries directly to top closers. It also means lead buyers don't need to switch vendors every time their growth strategy evolves. Strategically partnering with a multi-channel lead provider offers many benefits, including:

- Deeper understanding of your goals, performance expectations, and preferences
- More consistency in lead quality and scripting across multiple campaigns
- Streamlined communication and administrative processes
- More efficient and comprehensive reporting to evaluate results
- Ability to optimize and make adjustments across all campaigns
- Greater vendor accountability
- Potential cost savings through better pricing, volume discounts, or favorable terms

Best for: Agencies, call centers, and scaling businesses that want substantial aged lead volume, detailed custom filtering, and instant access to real-time, inbound calls, and call transfer options.

2 ?? Aged Lead Store: Best for self-service aged lead buying

Aged Lead Store is one of the most recognized self-service marketplaces specializing specifically in aged internet leads. Its primary strengths are simplicity and focus. The company sells aged leads across several core industries and operates an automated self-service portal where buyers can filter, select, and instantly download purchased records. Aged Lead Store also publishes transparent batch pricing directly on its platform. Its inventory primarily spans insurance, mortgage, solar, and home services, with records sourced from consumer-initiated web inquiries.

There is an important distinction for buyers **comparing Aged Lead Store with The Leads Warehouse:**

- Aged Lead Store operates strictly as an aged lead marketplace.
- Independent review references acknowledge that Aged Lead Store does not offer real-time leads, live transfers, or API delivery systems.

This isn't necessarily a drawback if aged data is the only product you want to consider. However, buyers who want a broader acquisition mix will need to manage separate vendor relationships to access fresh leads or live phone calls.

Best for: Independent agents and small teams looking for a simple, self-service aged lead checkout experience with published pricing.

3 LeadData: Alternative multi-vertical source for aged and real-time feeds

LeadData operates a digital data marketplace offering aged consumer lists alongside real-time lead feed options. This gives buyers greater operational flexibility than an aged-only platform. Publicly available information indicates they provide leads across insurance, financial, and generic consumer verticals, making it a viable alternative to test against other multi-vertical platforms.

When evaluating LeadData, buyers should audit the exact age ranges, original opt-in sources, and available contact fields to ensure the records match their outbound dialing technology.

Best for: Buyers who want to test aged inventory while retaining access to real-time lead delivery feeds.

4 Lead Heroes: Best for agencies who want an insurance-only lead provider

Lead Heroes is a lead provider that specializes in the insurance industry. Unlike general data brokers, Lead Heroes offers multiple insurance-specific formats. Their catalog includes both fresh and aged insurance opportunities, with a heavy emphasis on final expense and Medicare products.

This vertical focus makes them popular among independent agents who want a supplier tailored exclusively to insurance workflows. However, organizations operating outside of insurance or those running cross-vertical campaigns in solar, mortgage, or tax debt will find the inventory limited.

Best for: Insurance agents and specialized agencies looking for dedicated aged and fresh insurance lead options.

5 LeadPoint: Best for firms who want a mortgage-only lead provider

LeadPoint has a long history in mortgage lead generation, offering both real-time and aged mortgage inquiry records. For mortgage lenders and brokers, vertical specialization can be a distinct advantage. The specific data fields, qualification criteria, and regulatory disclosures required for mortgage campaigns differ significantly from insurance or consumer services.

While LeadPoint offers deep domain expertise in home lending, multi-vertical marketers will need additional suppliers for non-mortgage campaigns.

Best for: Mortgage brokers and lending organizations seeking a focused combination of aged and real-time mortgage data.

6 ??? Aged Leads Depot: A multi-vertical aged lead alternative

Aged Leads Depot is a multi-vertical provider that focuses on supplying aged consumer records across several common industries. Public provider data lists inventory in insurance, mortgage, solar, merchant cash advances (MCA), mass tort, and motor vehicle accident (MVA) categories. They serve as another multi-vertical benchmark to evaluate against larger established data warehouses.

Buyers comparing Aged Leads Depot against top-tier competitors should evaluate inventory age ranges, underlying consumer intent, and minimum order requirements.

Best for: Outbound sales operations looking for a secondary multi-vertical supplier to test against primary lead sources.

7 ??? Brokers Data: Best for mortgage and insurance data overlays

Brokers Data provides consumer leads and marketing data lists, with a core emphasis on the mortgage and insurance industries. Their product line includes real-time mortgage inquiries, aged insurance leads, and broad consumer data overlays for direct mail and phone campaigns. This mix appeals to traditional marketing organizations that combine outbound telemarketing with direct mail or consumer demographic filtering.

Best for: Insurance and mortgage lead buyers looking for a mix of aged leads, fresh inquiries, and specialized consumer data lists.

How to evaluate and compare aged lead providers

Top rankings create a shortlist of lead providers, but your campaign metrics decide the real winner. Compare every provider against these operational factors before placing an order:

1. **Exact lead age ???** Aged is a vast category, with lead ages ranging from 30 days to 2+ years old. Older leads are significantly cheaper, which can fundamentally shift your campaign ROI.
2. **Available volume and scalability ???** Confirm the provider has enough active records in your specific states, counties, and zip codes to support ongoing daily dialing capacity.
3. **Geographic targeting ???** Verify whether you can target down to specific zip codes or counties without incurring prohibitive filtering surcharges.
4. **Original consumer intent ???** Ensure you are buying genuine, opt-in consumer inquiries (i.e., people who requested a quote and/or solution) rather than raw, unvalidated phone directory data.
5. **Data field quality ???** Audit the record structure. A record containing name, phone, email, address, creation data, and qualifying survey answers is worth vastly more than a bare name-and-number list.
6. **Consumer acquisition cost (CAC) vs. CPL ???** Don't judge leads solely by cost per lead (CPL). It is important to understand the math behind CPL vs. CAC. For example, consider a company that purchased two different lead options, with each option resulting in one newly

acquired customer. Option A was a purchase of 1,000 leads at \$0.10 per lead, for a total spend of \$100. Option B was a purchase of 50 leads at \$1.00 per lead, for a total spend of \$50. Although Option B leads cost 10 times more per record, these leads actually resulted in half the customer acquisition cost of Option A. The lesson to be learned is: measure your entire sales funnel before declaring a lead source “too expensive.”

What 13,133 dial attempts taught us about aged lead performance

The Leads Warehouse evaluates lead performance based on empirical campaign testing at scale. In an extensive TLW performance study tracking 13,133 outbound dial attempts across aged lead cohorts, the data revealed a critical insight: **greater lead age does not automatically equate to lower campaign profitability.**

While standard industry logic assumes the newest lead is always the best, aged lead economics rely on volume and contact cadences. Because older inventory is significantly lower in cost, sales teams can acquire massive prospect volume for the same budget. Evaluating campaigns across the entire metric chain (Lead Cost → Attempts → Contacts → Conversations → Appointments → Closed Sales) proves that **structured outbound cadences make aged leads one of the most profitable assets a call center can deploy** (read our [blog](#), “Do Aged Leads Still Work? What 13,133 Actual Dialer Attempts Showed”).

Older doesn't
automatically
mean worse.

IT'S ABOUT
VOLUME, CADENCE
AND ACQUISITION
ECONOMICS.

13 DIAL A

WHAT THE DATA TA

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AGED
LEADS



LEAD COST

Lower CPL allows
higher volume.



ATTEMPTS

13,133
dial attempts.



CONTACTS

More opportunities
to connect.



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MEASURI

Head-to-head breakdown: aged leads vs. real-time leads vs. live transfers

While aged leads can be highly effective and cost-efficient, other lead types could be a better fit for some organizations. It is important to understand the key differences between different lead types before making a lead purchase:

Metric / Feature	Aged Leads	Real-Time Web Leads	Live Inbound Transfers
Average CPL	Lowest	Moderate to High	Premium
Consumer Recency	Weeks to Months	Immediate (Seconds)	Live (On The Phone)
Available Volume	Extremely High	Variable / Capped	Depends on Agent Capacity
Speed-to-Lead Requirement	Low (Cadence Driven)	Critical (1-minute window)	Immediate Hand-off
Best Fit For	Outbound Dialers & CRM Nurtures	Rapid-Response Sales Teams	Senior Closing Specialists

AGED vs. REAL-TIME

THREE PRODUCTS. THREE CHOICES.

AGED LEADS

LOWER COST. HIGHER VOLUME.



	COST	Lowest CPL
	VOLUME	Extremely High
	CONSUMER RECENCY	Weeks to Months
	SALES EFFORT	Cadence Driven
	BEST FOR	Outbound Teams & CRM Nurtures

REAL-TIME

FRESH INTENT



	COST	Higher CPL
	VOLUME	Lower Volume
	CONSUMER RECENCY	Days
	SPEED	Instant
	BEST FOR	Inbound Teams & CRM Nurture



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DIFFERENT PRODUCTS.
THE RIGHT CHOICE.

Key differences â?? The Leads Warehouse vs. Aged Lead Store

Because both companies regularly appear when researching top lead providers, here is how the two companies directly compare:

- **Aged Lead Store** is an aged lead marketplace specialist. Their core model focuses on direct self-service buying of aged internet leads. If you need a quick file of aged records and do not require fresh leads, live phone transfers, or custom API integration, their marketplace is a viable option.
- **The Leads Warehouse** operates a comprehensive customer acquisition model. TLW provides access to extensive aged datasets while simultaneously supporting real-time web leads, inbound calls, live transfers, co-registration data, and custom filtering data programs.

If your goal is simply buying a static list of aged records, a basic marketplace works. If you are building a scalable, multi-channel acquisition strategy that combines high-volume aged outreach with live calls and real-time inquiries, a multi-product provider offers vastly superior operational flexibility.

The Leads Ware House

THE LEADS WAREHOUSE

MORE PRODUCTS. MORE



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LEADS
WAREHOUSE

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SINCE 2005



AGED L



REAL-TIM



INBOUND



LIVE TRAN



CUSTOM
CAMPAIGN



Multiple Lead Types
in One Place



Nationwide Coverage



Advanced Filtering
(State, County, ZIP, Age, etc.)



Multiple Industries



Scalable Order Sizes



API & CRM Integration



Dedicated Support



Proven Performance
Since 2005



**MORE LEADS.
MORE CHANNELS.**



**BETTER
TARGETING.**



**GREATER
FLEXIBILITY.**



**STRONGER
RESULTS.**

12 critical questions to ask before buying aged leads

Before placing an order with any lead company, require them to answer these 12 questions:

1. Exactly what age range or creation date window am I purchasing?
2. What specific offer or site did the consumer originally respond to?
3. How were these records generated and validated?
4. Which specific data fields are included in the file layout?
5. Can I target specific states, counties, or zip codes?
6. What additional demographic or industry filters are available?
7. How many times has this specific batch of records been sold previously?
8. What is the minimum order size or dollar threshold?
9. How quickly are orders delivered, and in what format?
10. What is your explicit policy regarding invalid or disconnected numbers?
11. What TCPA and compliance documentation is provided with the order?
12. If this test campaign succeeds, can your inventory support a 10X increase in volume?

Which aged lead company is best for your sales operation?

There is no single “best” lead provider for every business model:

- **For self-service marketplace buying:** [Aged Lead Store](#) is a strong option for basic aged lead file downloads.
- **For insurance vertical specialization:** [Lead Heroes](#) offers targeted options for insurance agents.
- **For dedicated mortgage lead generation:** [LeadPoint](#) and [Brokers Data](#) provide specialized mortgage inventory.
- **For multi-vertical aged and real-time options:** [LeadsData](#) offers another marketplace alternative.
- **For total acquisition flexibility (aged + real-time + live calls):** [The Leads Warehouse](#) provides the industry’s broadest combination of aged inventory, custom targeting, live transfers, and real-time feeds.

We rank **The Leads Warehouse #1 overall** for businesses seeking multi-channel acquisition scale, custom dataset filtering, and long-term campaign support.

Compare the providers, ask the right questions, run controlled tests, and track your overall customer acquisition cost. The numbers will show you which provider truly powers your growth.

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.

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

Compare aged lead inventory from The Leads Warehouse

Ready to test custom aged inventory for your market? Contact The Leads Warehouse at **1-800-884-8371** or visit [The Leads Warehouse](#) to review current inventory, custom filters, and pricing options for your industry.

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