

Agent Spotlight:

Joseph Ferro

Achieving a 10x ROI with High-Volume Leads and Rigorous Follow-up

Joseph, a successful agent with a **six-fold book growth over five years**, operates his single office with a commitment to consistent lead quality and a rigorous sales process. His success is underpinned by a strategic investment approach, a **focus on a high volume of leads, and a valued, consistent partnership with ZipQuote**. Joseph's blueprint for success emphasizes a **minimum 10x return on his marketing spend** and relentless client follow-up.



Agent Profile

👤 Agent Name
Joseph Ferro

📍 Location
Dunwoody, Georgia

📅 Years in Business
5+ Years

👥 Team Size
13 people
(7 Full-time sales, 1 Full-time customer service, and 5 Part-time service)

The Challenge: Consistant Lead Volume

Joseph's biggest challenge has historically been finding a consistent lead provider. His **previous "bread and butter" vendor lost their subsidy status**, forcing him to play musical chairs with providers. **This highlights the critical need for a reliable, long-term partner like ZipQuote**.

The Solution: Strategic Volume and Proven ROI

Joseph now relies heavily on ZipQuote. He operates with a **personal motto of targeting a 10x return** on his lead spend.

Key Partnership Differentiators:

- ▶ **Exceptional ROI:** He tracks his spend and sales meticulously. In August, a **\$5,000 spend** with ZipQuote generated over **\$45,000** in annualized auto and fire premiums.
- ▶ **Consistent Support:** Joseph values the support and consistency from his dedicated team, stating, "They have been amazing and that's why I've never left."
- ▶ **Lead Quality:** While acknowledging that all leads have similar pitfalls, he finds ZipQuote to be "the best of the bunch".

Joseph's Strategy

- ▶ **Multi-Line Mastery:** Joseph primarily orders **auto leads** to “get a foot in the door” and then multi-lines the policies to include home, life, travel trailers, motorcycles, and even business insurance. He has found auto leads to be the most effective for this strategy allowing him to cross-sell.

Joseph provided a few interesting examples of Multi-lined leads:

What **started as an Auto Lead** was **eventually multi-lined into three cars, a travel trailer and two motorcycles.**

In another example, an Auto lead not only turned into a new auto policy but an additional policy for the clients Food Truck.

Joseph's Advice for New Agents

Joseph Ferro offers two critical, non-negotiable pillars of advice for new agents:

1. Invest for Success

- ▶ **Spend Money to Make Money:** Agents “got to spend money to make money.”
- ▶ **Healthy Volume is Key:** You must order a healthy amount of leads to achieve success. Agents who order small volumes (e.g., 10 leads a day) and expect to win will struggle. Success comes from the numbers game, with Joseph's team writing policies to about **5% of leads**.
- ▶ **Maximum Spend:** Joseph limits his commitment to any single vendor to **\$5,000 per month** to ensure diversification.

2. Rigorous Cadence

- ▶ Joseph's team follows a strict process: **at least three calls on day one**, and **two calls every day after for 10 days**, supplemented with text messages. The philosophy is driven by the quote, “**fortunes in the follow-up.**”

Turn Insights Into Action: What You Can Do Today

- ▶ **Action:** Review your current lead follow-up process and **commit to a persistent contact cadence**. Additionally, master your multi-line pitch.
- ▶ **Goal:** Reach out to prospects with a regimen of **at least three calls on day one**, and **two calls every day after for 10 days**, integrating text messages into your process. Don't be afraid to cross-sell other policies even if the lead started as an Auto only lead.

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