

Agent Spotlight:

Lee Hudson

Achieving Top 10 National Auto Ranking with Strategic Lead Investment

Lee Hudson, a top agent in Virginia Beach, has driven his primary office to a remarkable **number seven national ranking** in auto insurance production among 20,000 agents. This success is underpinned by a decade of strategic lead investment, a high-volume, multi-vendor approach, and a long-standing partnership with ZipQuote. Lee's blueprint for success emphasizes aggressive marketing spend and relentless client follow-up.



Agent Profile

- 👤 Agent Name
Lee Hudson
- 📍 Location
Virginia Beach, Virginia
(Two offices)
- 📅 Opened First Office
2017
- 👥 Team Size
34 people
(19 producers, 15 service)

The Challenge: Mastering Lead Generation

Lee's commitment to lead generation began 11 years ago, in 2015, when he transitioned from a referral-only model while still an employee. He spent a decade "perfecting that system," recognizing that a structured, high-volume approach was essential for significant growth. **He has been a ZipQuote client since 2017.**

The Solution: Strategic Volume and Seamless Integration

Lee employs a multi-vendor strategy to meet his daily demand of **200 leads**. ZipQuote provides a consistent and substantial portion of this volume, supplying over **30% of his daily volume**.

Key Partnership Differentiators:

- ▶ **Top Performance:** Last year, ZipQuote was Lee's **number one vendor for closing ratio**.
- ▶ **Seamless Integration:** ZipQuote leads **integrate seamlessly** into both of Lee's CRMs, which is critical for processing high daily volume across his two offices.
- ▶ **Platform & Support:** Lee values the platform's **simplicity** and the ability to **easily pause and make changes**. He noted that having a dedicated representative has been "**invaluable**" compared to the lack of dedicated support from other vendors.

Major Results and Industry Insights

- ▶ **National Ranking:** Lee's original office is ranked an impressive **number seven out of 20,000 agents** nationwide for auto insurance.
- ▶ **Investment Growth:** Lee's marketing investments have **quadrupled in the past 34 months**, driven by FCC changes, subsidy changes, and his agency's ongoing growth.

Lee's Advice for New Agents

Lee Hudson offers two critical, non-negotiable pillars of advice for new agents:

1. Invest Aggressively in Marketing

- ▶ **Target Spend:** New agents should budget a "**big percentage**" for marketing, aiming for **15%** and even **30%** when starting out, rather than the lower percentages often suggested.
- ▶ **Focus on the Core:** He advises prioritizing "**names and numbers**", acquiring qualified leads over heavy branding efforts.

*It's simple, focus on execution and doing the work.
Buy the leads, establish a follow-up process, and
don't be afraid to invest.*

— Lee's Mantra

2. The Fortune is in the Follow-Up

- ▶ **Persistent Cadence:** Lee stresses the need to reach out **6 to 10 times over a 90-day period**.
- ▶ **The Data:** Lee reinforces this with data, noting that Harvard Business Review studies indicate **80% of sales** are made on the **sixth contact or later**.
- ▶ **Compliance Awareness:** Agents must be aware of state-specific rules, such as Virginia's "CAN-SPAM" guidelines, which only permit emailing a prospect once if they never respond.

Turn Insights Into Action: What You Can Do Today

“The Fortune is in the Follow-Up”

Action: Review your current lead follow-up process and commit to a persistent contact cadence

Goal: Reach out to prospects **6 to 10 times over a 90-day period**

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