

INSURANCE WEB SALES

Resources to Help Agents Sell Insurance on the Internet!

Serving
Independent
Agents Since
1999!

PO Box 261 Burlington, NC 27216

Phone: 502-445-2382 Fax: 336-376-0953

Web Site: <http://www.insurance-web-sales.com> E-mail: gsavelli@aol.com

\$250 “Mobile Web Site” SALE - ORDER FORM

“Yes I would like to order your Mobile Web Site Design!”

(This order form is for designing your agency mobile site at ~~\$500.00~~ \$250 each.)

Your mobile site must use our container/style, and we completely customize your site logo, content, and selections on main menu unique to your agency and needs.)

ORDER FORM (complete and fax back to 336-376-0953)

Your Name: _____

Your Agency Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Fax Number: _____

Toll Free Phone # if you have one: _____

Your E-Mail Address: _____

* Current Web Site Address (if you have one): _____

Your Agency Insurance License #: _____

Payment terms: \$125.00 deposit to start, (plus annual hosting fee of \$60.00-\$100.00) payable with order (plus any extra pages or services you order, etc.). Balance of \$125.00 is due and deducted from your credit card within 10 days of completion of your design. (We start sites on a first come/first served basis, wait times range from days to 2 weeks, depending on our workload at the time your order is received.)

Upon receipt of your deposit and this order form and deposit, which will reserve your Mobile Web site design, we will also need the following information and questions answered (use this as your checklist):

1. Mobile Website Address which we will use to house your mobile site (should be the .mobi version of your main page, for example, if your main site was: www.youragency.com, you should purchase the domain name: www.youragency.mobi , if possible. You can buy one at godaddy.com for about \$12.00):

2. Mobile Web sites Require Our hosting, at only \$5.00 per month, per site if we host your main site too (we bill annually). If we do NOT host your main site, the cost is \$7.95 per month. WE MUST HOST YOUR MOBILE SITE, THERE ARE ABSOLUTELY NO EXCEPTIONS.

|__| You do NOT host our current MAIN site. I understand the hosting fee of \$7.95 per mo X 12 PLUS \$4.60 setup fee will be charged when site design is booked - \$100 annually.

|__| You DO currently host our other agency site, so please just charge the \$5.00 additional site annual hosting fee (\$5 per month), or \$60 annually.

3. The E-MAIL address you want your quotes and correspondence from your mobile web site to go to:

4. Give us a “bullet” list of the features of the programs or your agency which you want to show on this site’s main page “splash area” - we recommend 3 lines, but we can include up to 5:

1. _____
2. _____
3. _____
4. _____
5. _____

5. Your mobile site comes with the following pages:

1) Your main index page with clickable phone #, clickable address/directions, logo and advertising per #4 above, plus iPhone app-like navigational buttons for three pages as follows: 2) simple quote request/response form 3) agency bio 4) thank you page (after quote contact is requested, AND 4) and ONE extra page which can be any of the following - **select the ONE you want:** (You may select MORE than one, but the additional cost per navigational button/page is \$50.00 each): (SELECT YOUR ONE EXTRA PAGE, OR MORE THAN ONE. EVERY SUB PAGE MORE THAN ONE WILL COST \$50 EXTRA AND THE COST WILL BE TAKEN ON YOUR DEPOSIT):

SUB PAGE/NAVIGATIONAL BUTTON CHOICES (SELECT ONE, OR MORE THAN ONE, Each selection MORE than 1, is an additional \$50)

QUOTE PRICE SAMPLE PAGE - Give us up to five pricing quote samples to display to your clients - for example: \$300,000 homeowners package for home in Freeport, CT with \$1000 policy deductible, ONLY \$869 per year!

CARRIER PHONE NUMBER AND WEBSITE LINK LIST - Give us a list of your five most popular insurance companies so your clients can contact them directly. Could be something like this:

Progressive Insurance Company - 666-555-4444 (service and claims) - www.progressive.com

We will give you up to FIVE carriers at no extra cost. Each carrier over 5 is an additional \$20 for the extra formatting time. The phone number and website addresses will be clickable.

CLIENT TESTIMONIALS PAGE - Give us up to five client testimonials. Must be 5 sentences or less, and can be something like this:

"Many thanks to Ed and his staff for finding us the perfect homeowners policy at a GREAT price. You were able to save us over \$300 from last year's policy! Thanks again."

Richard Y., San Francisco, CA

Each testimonial over 5 is an additional \$20 each for the extra formatting time.

OFFICE STAFF CONTACT PAGE - We will program in a small photo, email address, and phone number for up to three staff members. Could look something like this:

Philip Johnson, Vice President



Email: philip@youragency.com

Direct Phone: 555-444-3333

Each staff member over 3 is an additional \$20 each for the extra formatting time.

OTHER PAGE? Did you have something else in mind. Please list below and we will price for you prior to working on site. Company Contact pages (with carrier links, clickable phone #'s, etc. cost between \$50-\$150 depending on # of companies showing):

6. Lastly, we need this completed order form and agreement for our mobile web site and schedule of fees.

What You Can and Cannot Do with a Mobile Site Layout:

You CAN:

A) Choose the content for the landing page advertising, and which "keywords" you would like the pages optimized for. Site comes with home page, privacy notice, 3 buttons for content, a quote/contact request form, and a thank you page. Other pages and content are extras.

B) Proof read and have us change any errors that we make in text or layout for no charge. Realize that once your Mobile Home Page is "approved", there are extra programming charges to make changes you decide you want AFTER the main page design was previously approved by you.

C) Send us any content you want on your website MAIN PAGE so we can incorporate it on your site (realize that anything we program for you becomes the copyright property of Web Sales, Inc. per our programming agreement - but you may modify and change any of your web pages at any time.)

D) Stop working on your site project temporarily for any reason if you need to, but not longer than 30 days from our last email correspondence. If you do not respond to our requests for site feedback for more than 30 days, your site order will be canceled, the deposit fully earned, and you will be required to pay a \$75.00 startup fee and full payment for the design balance, to commence the project again.

You CANNOT:

A) Change the layout style except upon prior written agreement, and additional charges in some cases. You get 2 looks at the mobile site home page - a first review (and you may request modifications of any kind), and then our final review.

B) Change the home page after you have given us the final approved text and graphics and the page been programmed and approved by you (unless you elect to pay additional programming fees.)

C) Choose or modify the design of your header/logo which we design from your letterhead (unless you elect to pay additional programming fees.)

D) Make changes to our standard interactive contact forms other than "minor" modifications such as the limits of coverage offered in your state, etc. We do not "customize" our forms.

E) Cancel your order once we have started the programming process, or your confirmed start date has passed. The deposit is fully earned upon the commencement of your design. or start date, whichever comes first, (but is fully refundable PRIOR to the actual start date.)

Our mobile web sites also come optimized for the search engines so your site can be found if you diligently submit your sites to the engines. They are programmed by ME - an insurance agent (and html programmer), and the pages are simple on purpose - to SELL INSURANCE. A complicated site may look nice, but it may be worthless. My sites are designed using the principles that have been PROVEN EFFECTIVE through thousands of quotes, and hundreds of sales... and that is why you will not find a better bargain ANYWHERE for an insurance web site.

Your ~~\$500.00~~ \$250 Mobile Web Site Design

In order to design your mobile site, we will need some information from you to configure your site as you wish. Your mobile site comes with certain components, and others are "add-ons", available at additional cost. We try to allow every agent to have a complete mobile site without adding anything on, but if you want "custom" work, we can do it, just let us know. Each mobile site comes with Main Page (like sample below); privacy notice, Google Map/Directions link; any 3 content pages/buttons you select (extras are available at extra cost of \$50 each, company links pages with more than 5 carriers run from \$50-\$150 and must be estimated); all graphics and logos included; main web site re-direct script (so when a mobile phone lands on your current website, they are redirected to your new mobile site, automatically). If you want extras, call for quote. Tell us how you want your information to read on your mobile web site. Try to keep your information so that it will fit within the limited confines of a mobile phone viewing area:



1) Domain name or title: _____

2) Quote Phone #: _____

3) Clickable Phone Number: _____

4) Splash Message (may be up to three lines):

5) Navigational buttons:

A) quote request

B) agency bio (about us)

C) WE WILL USE YOUR SELECTION(S) IN #5 ABOVE.

(Not shown on this screen above, as viewer scrolls down, they will see your agency name, address (which is clickable), telephone, and email info, with a link to your main site.)

1) _____

2) _____

3) _____

4) _____

ORDER YOUR MOBILE WEB SITE TODAY BY COMPLETING THE INFORMATION BELOW:

Credit Card # (MC/Visa/Discover only - NOTE: we do NOT take AMERICAN EXPRESS):

Card #: _____

Exp. Date: _____ 3 digit security code on back of card: _____

Signature: _____

I have read the above agreement and schedule of fees. I agree to all the terms of this template order, and request my Mobile Web Site be started. I understand that the deposit is NON REFUNDABLE once the web site project has commenced, or the confirmed project start date has come. This includes ALL fees on the deposit, including hosting and extras since we will have already started or set up these items. If you want to cancel your project with a full refund, YOU MUST DO SO PRIOR TO THE CONFIRMED START DATE! NO EXCEPTIONS. Fax this form with your credit card information to 336-376-0953 to reserve your programming time as soon as possible. Deposit to reserve is \$125.00 (plus cost of hosting in #2 above), and ANY EXTRA FORMS OR PAGES. Then, the balance will be deducted from the same credit card upon completion of your site.

To order your mobile web site, complete the above and return with the items listed above by fax and credit card below.

Your signature: _____ date: _____

Your Name (type or print): _____