

AmeriLife's LeadStar Announces Latest Platform Enhancement Backed by RGI Solutions, Combining Best-in-Class Leads Platform with Enterprise-Wide Direct Mail Leads Solution

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LeadStar Direct will be the newest enhancement and focused strategic partnership that adds another critical capability to an already robust compliant leads platform



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LeadStar, the proprietary, private leads platform created with and exclusively for **AmeriLife**-affiliated agents, announced today that it has partnered with data-driven business solutions company **RGI Solutions** to develop LeadStar Direct, the latest enhancement to LeadStar that will sit alongside its Marketplace platform and deliver agents fully compliant direct mail lead campaigns and a CRM solution.

LeadStar Direct, which is slated to be launched later this summer, will initially allow agents to seamlessly order Medicare Advantage, Medicare Supplement and Final Expense lead mailers that are tested, fully compliant, and have 100 percent data availability with no territorial blackouts – all in one central location and without having to juggle multiple leads vendors. Leveraging the proven success of RGI Solutions, all lead cards in LeadStar Direct will be continuously tested and optimized to generate the performance required to deliver more sales at a lower cost for agents.

Additionally, agents using LeadStar Direct will have access to award-winning customer support should they need it. This support, alongside LeadStar Marketplace's seamless onboarding for real-time data leads and both inbound and warm-transfer customer calls, will provide agents with the tools they need to start selling quickly and confidently on all channels.

"Our agents spoke and we listened, and with both cost and compliance being top of mind today, LeadStar Direct is coming online at the perfect time," said William DeCourcy, senior vice president of Growth Marketing and Customer Acquisition for AmeriLife and founder of LeadStar. "We're excited to deliver premier direct mail lead options to agents, through an Amazon-like storefront, which includes competitive pricing, worry-free compliance, and a best-in-class user experience that is the hallmark of the LeadStar platforms."

"We're thrilled to join forces with LeadStar and AmeriLife to bring this much-needed program to market," added Nathan Addesa, president of RGI Solutions. "RGI has been longtime partners with

a number of AmeriLife's affiliated companies. This enterprise partnership will drive end-to-end efficiencies and total compliance for everyone in the AmeriLife network."

Launched in October 2022 in partnership with **Fluent** and **SalesRiver** (formerly known as Leadrilla), LeadStar Marketplace delivers exclusive, real-time leads as well as inbound and warm-transfer calls – directly to field agents – at the industry's best prices. With the ability to customize lead volume and types against individual agents' needs, LeadStar Marketplace empowers agents with unmatched flexibility, reliability and performance to accelerate their sales and grow their businesses. Now, together with LeadStar Direct, agents will have access to one of the best one-stop-shop lead solutions in the market today.

"The launch of LeadStar and LeadStar Marketplace was a major milestone not only for AmeriLife's affiliated agents, but the industry as well," said Ovi Vitas, Chief Marketing Officer for AmeriLife. "LeadStar Direct is yet another reminder to our partners that we remain laser focused on their needs, working tirelessly to deliver tools and technology that will truly move the needle for the growth of their business."

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About RGI Solutions

With over 40 years of experience, RGI Solutions has helped thousands of clients in the insurance industry. RGI's focus is to help clients grow their top line revenue. Our innovative cost per lead program generates consistent flows of direct mail leads to agents, carriers and marketing organizations. RGI also helps companies grow through its Agent Boost solution. This recruitment program cost effectively sources highly qualified agents for our clients. For more information, visit us at RGIDA.com.

About AmeriLife

AmeriLife's strength is its mission: to provide insurance and retirement solutions to help people live longer, healthier lives. In doing so, AmeriLife has become recognized as the leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions to enhance the lives of pre-retirees and retirees across the United States. For more than 50 years, AmeriLife has partnered with top insurance carriers to provide value and quality to customers served through a distribution network of over 300,000 insurance agents and advisors and 120 marketing organizations and insurance agency locations nationwide. For more information, visit AmeriLife.com, and follow AmeriLife on **Facebook** and **LinkedIn**.

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