

Your Path to Revenue Success

A clear plan. Real numbers. Your success starts now.

LegalShield delivers cost-effective legal and privacy management solutions protecting 4 million individuals and 140,000 businesses nationwide.

Our plans provide essential client benefits protection while creating opportunities to expand services, enhance benefits portfolios, and strengthen relationships through value-added solutions.

Licensed agents who provide multiple lines of coverage to their clients often enjoy:

1 Higher Retention, Client Loyalty and Long-Term Stability

- Clients with multiple policies achieve loyalty and retention rates as high as 95%, significantly outperforming single-policy clients.¹
- Cross-selling can deepen relationships making agents indispensable, and dramatically reduce client defection to competitors.²

2 Increased Revenue & Savings

- A 5% improvement in retention can double agency profits over five years through compounded growth.³
- Diverse revenue streams from multiple lines insulate agencies from market shifts and provide offsetting opportunities if one product line becomes less profitable.⁴

3 Better Risk Protection

- Clients trust agents more when they address multiple needs, viewing them as knowledgeable advisors who understand their complete situation.
- Additional coverage lines allow proactive gap identification, positioning agents as trusted advisers.

SCENARIO 1

New Group Opened: Select Legal Plan and IDShield Family Plan @ \$36.90 per month
(Based on 60-person group with 30% participation)

YEAR 1 (Advanced)	YEAR 2	YEAR 3+
EARNINGS \$2241	\$448	\$224

SCENARIO 2

20 Preferred Legal Plans @\$37.95 per month

YEAR 1 (Advanced)	YEAR 2	YEAR 3+
EARNINGS \$2561	\$512	\$256

SCENARIO 3

Small Business Plus Legal Plan @\$99 per month

YEAR 1 (Advanced)	YEAR 2	YEAR 3+
EARNINGS \$334	\$67	\$33

We welcome the opportunity to discuss these scenarios and answer your questions.

**Please call LegalShield's
 Licensed Agent Support Line at 855-572-7653.**

Footnotes

1. <https://www.insuredmine.com/agency-retention-rate-why-is-it-important/>
2. <https://www.diservices.com/blog-disability-insurance/the-surprising-correlation-between-cross-selling-and-retention>
3. <https://www.napa-benefits.org/insurance-agent-interests/solidifying-your-retention-strategy-as-an-insurance-agent>
4. <https://www.siaa.com/how-diverse-is-your-revenue-stream/>

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