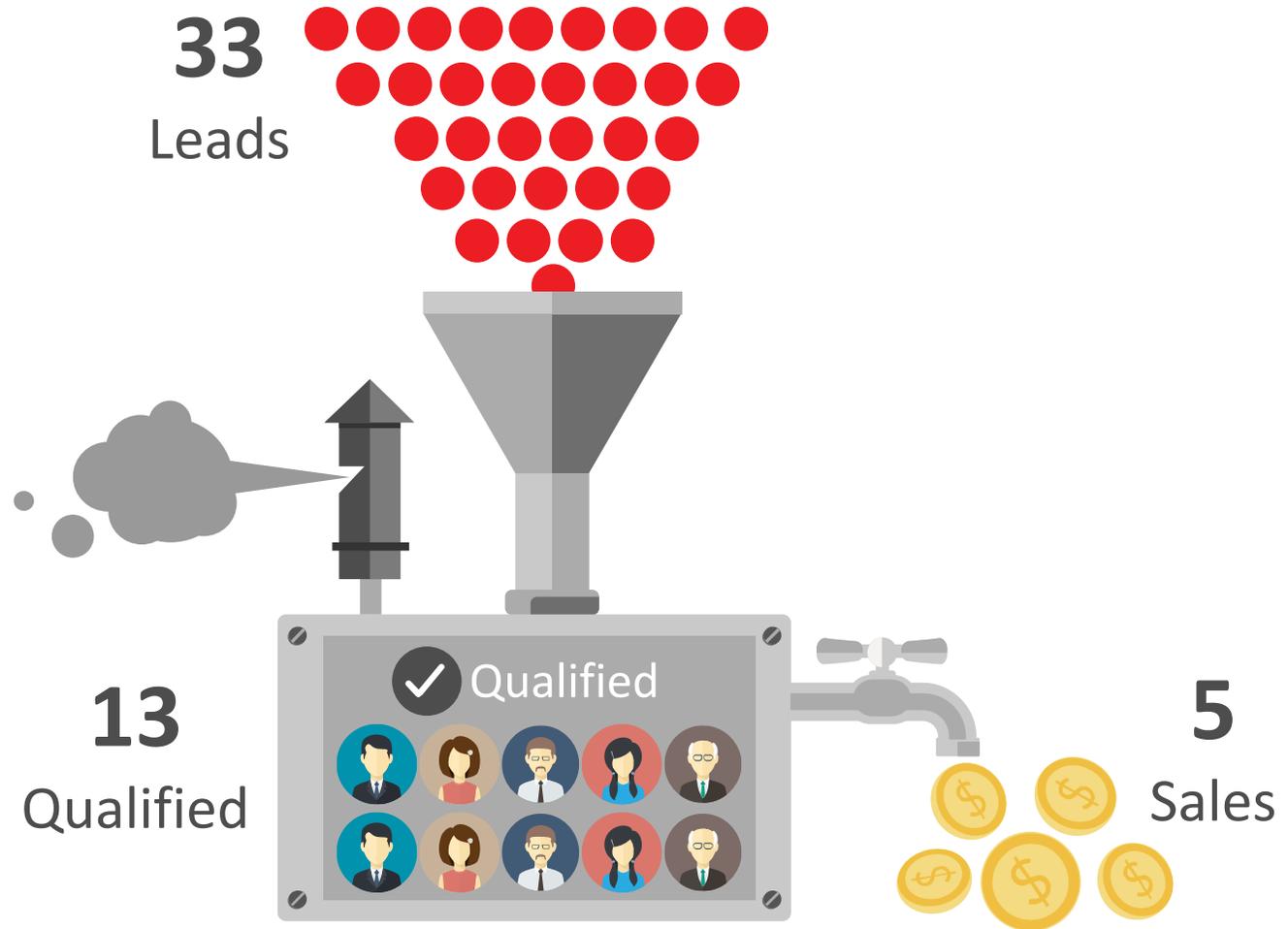


# SUPER PREMIUM LEADS

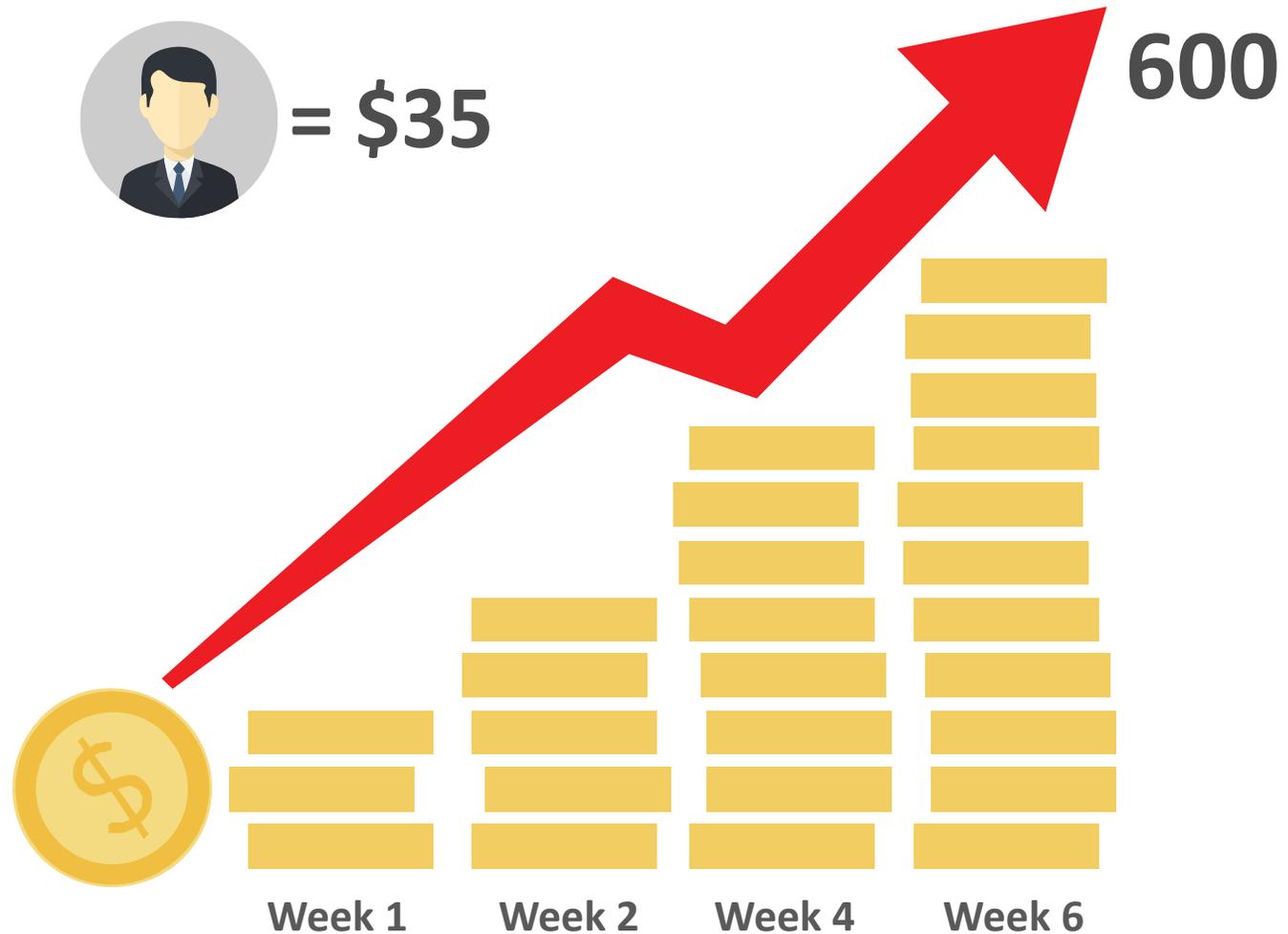


In a week we generated 33 leads, of which 13 were qualified. 5 converted to sales, a conversion rate of almost 40%.





Qualified leads at \$35 per lead. We project that we can scale this campaign to over 600 leads per month in 6 weeks.



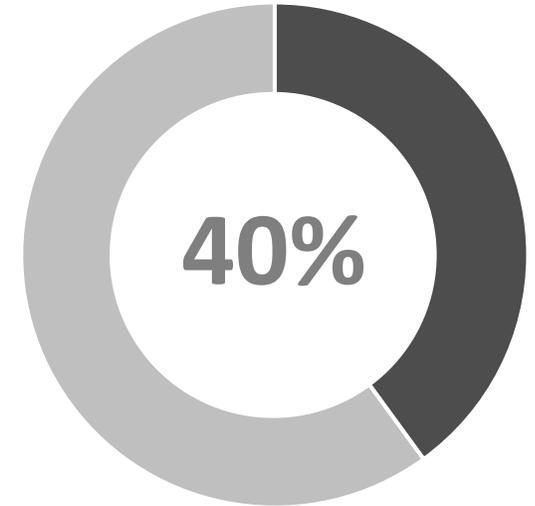
# Our leads cost more because:



100% Exclusive leads,  
no resell to competitors



Live Phone Leads,  
not form submits



High Converting  
Leads ~40%

If we reduce the price, then the callers will have likely already visited others sites or even called. Meaning that by the time they get to us, the people who don't care so much about price have already booked somewhere else. So we're left with people who are going to beat us up on price.



## REDUCED PRICE LEADS

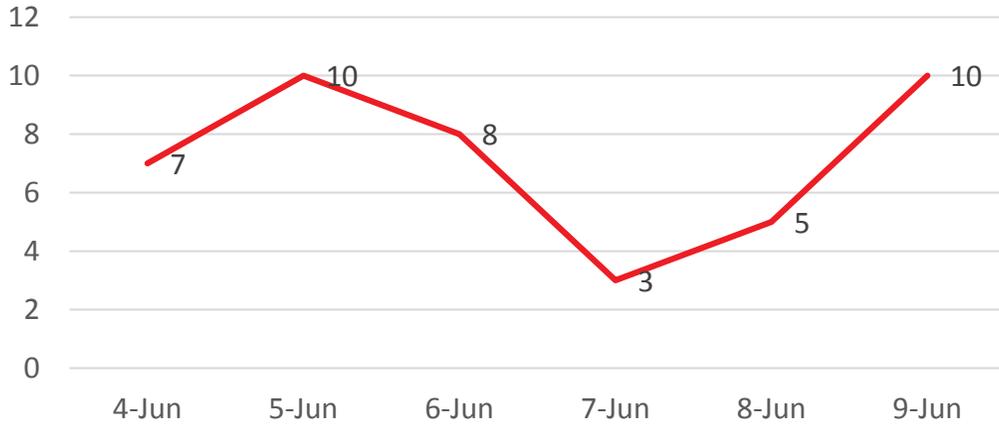


## SUPER PREMIUM LEADS

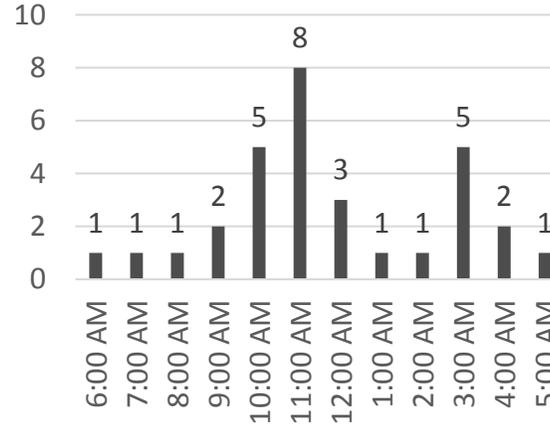


# Total Call Data

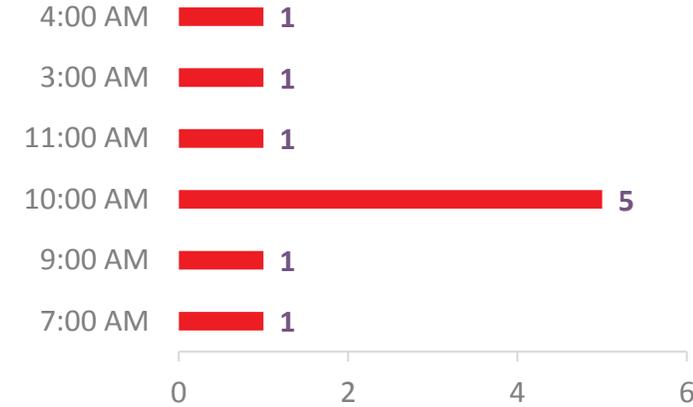
Calls by Date



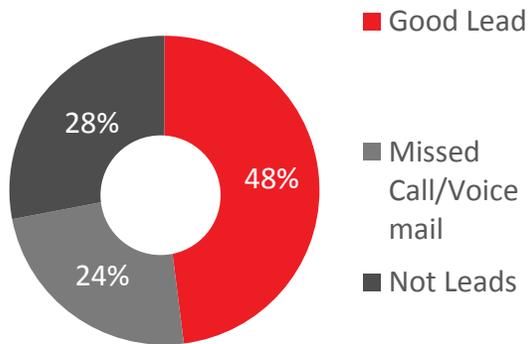
Calls by Hour of Day



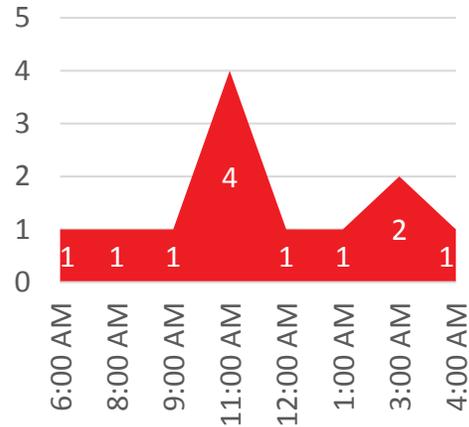
Missed Calls By Hours of Day



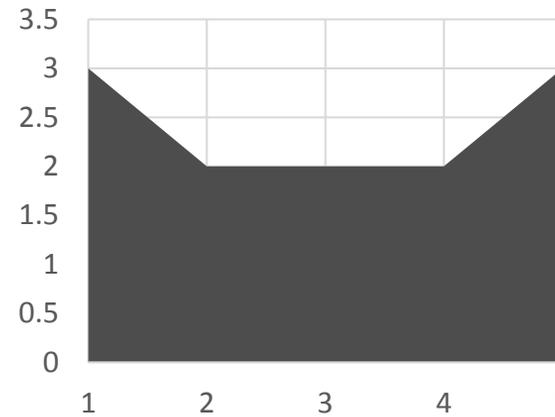
Lead Breakdown



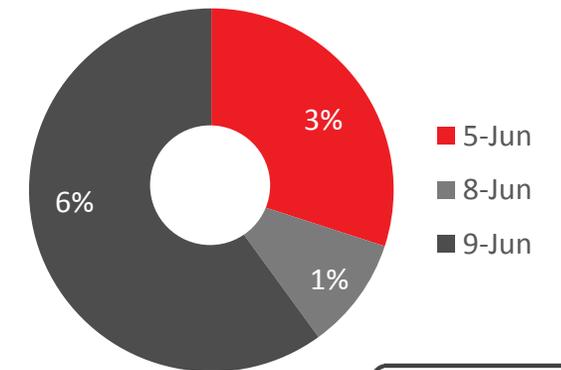
Leads By Hour of Day



Leads By Date



Missed Calls By Date



# In any case we need to add the following

## PROPOSAL



4 month initial campaign



Target their existing franchisee markets for maximum exposure

## WHAT IS A QUALIFIED LEAD?



Any call or inquiry regarding services Junk King Provides

## NEVER PAY FOR UNQUALIFIED LEADS



Junk Cars



Hazardous Waste



Telemarketers

## YOU OWN THE CUSTOMER FOR LIFE

No charge for repeat customers who have already been paid a lead generation fee

Junk King is free to remarket to all customers to encourage increased sales

**FREE**

## WE REVIEW LEADS WEEKLY AS A TEAM

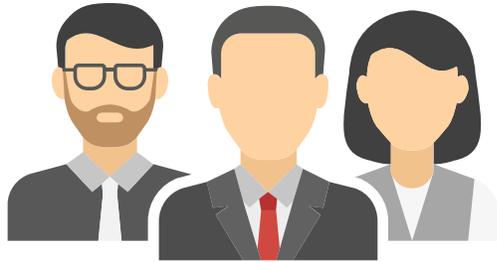


Invoice only for qualified leads

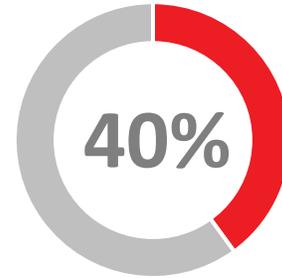


# Projections

## BY END OF MONTH 4



600 qualified leads per month



40% Call to Sale Conversion Rate



\$280 Average Order Value



\$67,200 in Additional Gross Revenue



\$21,000 Acquisition c/cost at \$35 per lead

# Moving Forward



Improve Call to Sales Conversion Rate



Reduce Cost per Lead to \$28



Increase Average Order Value



Grow Lead Acquisition to 1000 Leads. Per Month

Start Time	Phone Number	Note	Name	Tags	CallScore	Recording URL
6/9/2018 17:19	818-942-4637	called for republic services	Pantazis,George	Wrong Number	Not a Lead	<a href="https://app.callrail.com/calls/228255109/recording/redirect?access_key=9b9354a5ef7368278dcf">https://app.callrail.com/calls/228255109/recording/redirect?access_key=9b9354a5ef7368278dcf</a>
6/9/2018 11:37	702-276-1417		Mount Charl, NV	Appliances	Lead	<a href="https://app.callrail.com/calls/510402994/recording/redirect?access_key=2fadd68e79cd1b06d71a">https://app.callrail.com/calls/510402994/recording/redirect?access_key=2fadd68e79cd1b06d71a</a>
6/9/2018 11:37	702-276-1417	Stayed on the line for 2 minutes	Mount Charl, NV	Voicemail, Missed Call	Lead	<a href="https://app.callrail.com/calls/770811492/recording/redirect?access_key=7136cf919d16f181e342">https://app.callrail.com/calls/770811492/recording/redirect?access_key=7136cf919d16f181e342</a>
6/9/2018 10:36	702-232-8696	Dead air	Las Vegas, NV	Missed Call	Not Scored	<a href="https://app.callrail.com/calls/829241226/recording/redirect?access_key=405199f427e0c687541d">https://app.callrail.com/calls/829241226/recording/redirect?access_key=405199f427e0c687541d</a>
6/9/2018 10:22	702-578-6640		L Murrieta Sern	Voicemail, Missed Call	Not Scored	
6/9/2018 10:21	702-578-6640		L Murrieta Sern	Voicemail, Missed Call	Not Scored	<a href="https://app.callrail.com/calls/763473332/recording/redirect?access_key=e837c28cbc605b9d298a">https://app.callrail.com/calls/763473332/recording/redirect?access_key=e837c28cbc605b9d298a</a>
6/9/2018 10:21	702-578-6640		L Murrieta Sern	Missed Call, Voicemail	Not Scored	<a href="https://app.callrail.com/calls/455357481/recording/redirect?access_key=3a45874b8a68055ef2a1">https://app.callrail.com/calls/455357481/recording/redirect?access_key=3a45874b8a68055ef2a1</a>
6/9/2018 10:07	702-578-2633		L Murrieta Sern	Voicemail, Missed Call	Not Scored	<a href="https://app.callrail.com/calls/540219780/recording/redirect?access_key=449dce89679a2800fcbe">https://app.callrail.com/calls/540219780/recording/redirect?access_key=449dce89679a2800fcbe</a>
6/9/2018 9:49	775-513-4204	Just moved in. Scheduled Appointment, didn't ask price	Kunzi Linda	Moved	Lead	<a href="https://app.callrail.com/calls/265634568/recording/redirect?access_key=d9dabe50d7b5f72ee6ed">https://app.callrail.com/calls/265634568/recording/redirect?access_key=d9dabe50d7b5f72ee6ed</a>
6/9/2018 8:02	702-333-2431	same day service. tile demolition	Las Vegas, NV	Quote, construction debris	Lead	<a href="https://app.callrail.com/calls/836046907/recording/redirect?access_key=bac8c35ef3170df86ddd">https://app.callrail.com/calls/836046907/recording/redirect?access_key=bac8c35ef3170df86ddd</a>
6/8/2018 15:20	406-570-8041	Cardboard boxes. 1 pickup truck load	Tanyon Bissell	Quote	Lead	<a href="https://app.callrail.com/calls/721180543/recording/redirect?access_key=cd735ae5681dd5ae9fcb">https://app.callrail.com/calls/721180543/recording/redirect?access_key=cd735ae5681dd5ae9fcb</a>
6/8/2018 13:03	702-220-6133		Luna Leopold A	Mattress	Lead	<a href="https://app.callrail.com/calls/859612131/recording/redirect?access_key=8cde02c8b6a67ec149f">https://app.callrail.com/calls/859612131/recording/redirect?access_key=8cde02c8b6a67ec149f</a>
6/8/2018 11:21	702-716-7410		Las Vegas, NV	Wrong Number	Not a Lead	<a href="https://app.callrail.com/calls/369256426/recording/redirect?access_key=0c54c864edc32acee756">https://app.callrail.com/calls/369256426/recording/redirect?access_key=0c54c864edc32acee756</a>
6/8/2018 11:20	702-716-7410		Las Vegas, NV	Wrong Number	Not a Lead	<a href="https://app.callrail.com/calls/556553665/recording/redirect?access_key=3744a419179f9a1108d5">https://app.callrail.com/calls/556553665/recording/redirect?access_key=3744a419179f9a1108d5</a>
6/8/2018 9:32	(126) 669-6687		Anonymous	Voicemail, Missed Call		<a href="https://app.callrail.com/calls/904197616/recording/redirect?access_key=872de63ec0274377bbe4">https://app.callrail.com/calls/904197616/recording/redirect?access_key=872de63ec0274377bbe4</a>
6/7/2018 14:54	702-915-9606		Las Vegas, NV	Telemarketer	Not a Lead	<a href="https://app.callrail.com/calls/889017006/recording/redirect?access_key=4d29997e39fb081f3a8a">https://app.callrail.com/calls/889017006/recording/redirect?access_key=4d29997e39fb081f3a8a</a>
6/7/2018 11:52	702-732-4491	Doctors office large copier machine.	Lubritz And Nas	Quote	Lead	<a href="https://app.callrail.com/calls/505676535/recording/redirect?access_key=7e051c959345b9354eb9">https://app.callrail.com/calls/505676535/recording/redirect?access_key=7e051c959345b9354eb9</a>
6/7/2018 11:46	702-292-1384		Alexander,Paula	Business Cleanup, Appliances	Lead	<a href="https://app.callrail.com/calls/929375787/recording/redirect?access_key=209af58241be330075b5">https://app.callrail.com/calls/929375787/recording/redirect?access_key=209af58241be330075b5</a>
6/6/2018 12:53	619-820-5503	Called wrong number	Nicholas Matti		Not a Lead	<a href="https://app.callrail.com/calls/357229873/recording/redirect?access_key=333fb0cf554fe7689db6">https://app.callrail.com/calls/357229873/recording/redirect?access_key=333fb0cf554fe7689db6</a>
6/6/2018 12:47	702-293-6264	Called for trailer pickup	Hafen Russell		Not a Lead	<a href="https://app.callrail.com/calls/180811276/recording/redirect?access_key=0b06dbf530df56dd8e72">https://app.callrail.com/calls/180811276/recording/redirect?access_key=0b06dbf530df56dd8e72</a>
6/6/2018 11:26	702-587-9774	Move out junk removal. Half trailer plus	Alyce Hullett		Lead	<a href="https://app.callrail.com/calls/754954367/recording/redirect?access_key=41351fb4921cb2c55eb4">https://app.callrail.com/calls/754954367/recording/redirect?access_key=41351fb4921cb2c55eb4</a>
6/6/2018 6:25	718-300-8955	Move in junk removal. two sofas two arm chairs and 4 lounge chairs	Rios Abdel		Lead	<a href="https://app.callrail.com/calls/234917554/recording/redirect?access_key=73e8c8ca0d592e4cde6e">https://app.callrail.com/calls/234917554/recording/redirect?access_key=73e8c8ca0d592e4cde6e</a>
6/5/2018 16:00	845-258-7210		Pine Island, NY	Missed Call	Not Scored	<a href="https://app.callrail.com/calls/271916019/recording/redirect?access_key=087efd3a25976aa8e98f">https://app.callrail.com/calls/271916019/recording/redirect?access_key=087efd3a25976aa8e98f</a>
6/5/2018 15:59	845-258-7210		Pine Island, NY	Missed Call	Not Scored	<a href="https://app.callrail.com/calls/169814760/recording/redirect?access_key=cc20c87035e3d0289b6e">https://app.callrail.com/calls/169814760/recording/redirect?access_key=cc20c87035e3d0289b6e</a>
6/5/2018 15:46	702-979-5002		Edy Seaver	Telemarketer	Not a Lead	<a href="https://app.callrail.com/calls/539186557/recording/redirect?access_key=c55e40da8b856b42286e">https://app.callrail.com/calls/539186557/recording/redirect?access_key=c55e40da8b856b42286e</a>
6/5/2018 11:18	702-366-5731		Adams	Cars	Not a Lead	<a href="https://app.callrail.com/calls/787761736/recording/redirect?access_key=29d0410f294a9df2bd6">https://app.callrail.com/calls/787761736/recording/redirect?access_key=29d0410f294a9df2bd6</a>
6/5/2018 7:30	702-738-6098		Las Vegas, NV	Voicemail, Missed Call	Not Scored	<a href="https://app.callrail.com/calls/609592138/recording/redirect?access_key=835cdd912b8fb6c66860">https://app.callrail.com/calls/609592138/recording/redirect?access_key=835cdd912b8fb6c66860</a>
6/4/2018 16:14	702-598-3996	TV disposal. \$115 quote	Parker, Winnie		Lead	<a href="https://app.callrail.com/calls/763994163/recording/redirect?access_key=9cc359fca216df8047bb">https://app.callrail.com/calls/763994163/recording/redirect?access_key=9cc359fca216df8047bb</a>
6/4/2018 15:08	702-275-4523		Las Vegas, NV		Lead	<a href="https://app.callrail.com/calls/634457662/recording/redirect?access_key=db158a257e9fd67dcee7">https://app.callrail.com/calls/634457662/recording/redirect?access_key=db158a257e9fd67dcee7</a>
6/4/2018 15:04	702-275-4523	Dolan springs.investor. 1 hours outside of vegas.	Las Vegas, NV		Lead	<a href="https://app.callrail.com/calls/320257072/recording/redirect?access_key=23902105cf2467ca4e14">https://app.callrail.com/calls/320257072/recording/redirect?access_key=23902105cf2467ca4e14</a>
6/4/2018 12:28	702-498-1661	Move out 1200 sq ft home. 1-2 full loads	Dziadon David		Lead	<a href="https://app.callrail.com/calls/898519075/recording/redirect?access_key=5d5663f3087d501a5d92">https://app.callrail.com/calls/898519075/recording/redirect?access_key=5d5663f3087d501a5d92</a>

