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I retained Lead Generators International (LGI) a couple of years ago to set appointments with companies within my region in order to conduct Lunch n Learn sessions with their employees. The purpose in holding these sessions was to present information on individual insurance (critical illness, disability and life), portfolio review and investment services.

LGI's targeted and professional campaign achieved a favorable return on my investment when I calculated the new client commissions I earned versus the fees I paid to LGI.

Despite the success achieved with LGI, I decided to investigate lower priced providers and independent contractors I found on Craigslist and other job boards. I estimate I tried over 15 different independent contractors and lower priced competitors - what a mistake! Thousands of dollars wasted, precious time and resources consumed and a high degree of frustration.

Yes, LGI's fee structure is certainly higher than others and engaging their services does require a significant dollar commitment, however, you really do "get what you pay for" and I have recently gone back to LGI for assistance once again.

I learned the hard way the mistakes of taking a low budget approach to telephone lead generation. Never again!

Sincerely,



Chad Darbyshire

Licensed Financial Advisor, Licensed Insurance Advisor

Investors Group Financial Services

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