

NATIONAL INSURANCE AGENCY  
12222 Merit Drive, Suite 970  
Dallas, Texas 75251

Lead Agreement

This Agreement, executed in duplicate originals, this the \_\_\_\_\_ day of \_\_\_\_\_, between National Insurance Agency (NIA), 12222 Merit Drive, Suite 970 of Dallas, Texas, hereinafter called the "Manager", and \_\_\_\_\_ Address \_\_\_\_\_ of \_\_\_\_\_ State \_\_\_\_\_, Zip \_\_\_\_\_ hereinafter called the "Agent", Wherein it is mutually agreed as follows:

1. **Supply Leads.** Manager agrees to use their best efforts to supply Agent with leads for use by Agent in the solicitation of insurance policies in accordance with the Agent's contract with NIA.
2. **Exclusive Use.** Agent agrees to use the leads furnished to Agent exclusively in the solicitation of applications for insurance policies for NIA.
3. **Responsibility for Leads.** Agent agrees to accept the responsibility to account to Manager for all leads received.
4. **Unauthorized Use of Leads.** In the event that Agent does not use the leads exclusively for the intended use in Section Two (Exclusive Use) above or if the Agent does not properly account for the leads supplied to him according to Section Three (\*Responsibility for Leads) above. Agent hereby agrees to pay for those leads not used according to the aforementioned Sections immediately upon demand in cash.
5. **Lien on Account.** Agent hereby grants Manager a lien on Agent's account with NIA. Said lien shall be subordinate to that of NIA and shall be only in an amount equal to any monies due Manager for leads not used according to Sections Two and Three (Exclusive Use) and (Responsibility for Leads) of this Agreement with interest hereon at the rate of one percent (1.5%) per month on the balance due.
6. **Authority to charge Account.** In the event the Agent does not remit to the Manager the monies due under this Agreement, Agent hereby agrees that the monies owned to the Manager will be debited to the Agent's account with NIA.
7. **Lead Cost.** Lead cost will be charged at NIA's cost. Any excess monies collected from the advanced percentage rate; allocated for lead procurement will be applied to your Agent Account Statement. (Per Section 9- Policy Form Advanced – on the Advance Commission Addendum) The Lead debit and the Advance debit must be satisfied before the agent receives any earned commission.
8. **Hold Harmless.** Agent agrees to hold NIA, its officers, directors and employees, harmless for all acts or omissions pertaining to the performance of the Agreement.

X \_\_\_\_\_  
Agent's Signature\*

X \_\_\_\_\_  
Agent's Name (PRINT)

X \_\_\_\_\_  
Officer of National Insurance Agency

X \_\_\_\_\_  
Date

\*Agreeing to be Individually Bound Hereby:

(This contract is effective only when signed by an officer of National Insurance Agency at its office in Dallas, Texas.)