

## Lead Type

Premium		Preferred	
Primary Driver Age	25 and above	Primary Driver Age	21 and above
Status	Currently Insured	Status	Currently Insured
Accidents	No at-fault accidents (3 years)	Accidents	No at-fault accidents (3 years)
SUI and SR-22	No DUI or SR-22	DUI and SR-22	No DUI or SR-22
Tickets	Up to 1 ticket	Tickets	Up to 1 ticket
Homeowner	Yes	Homeowner	May be a Homeowner
Licensed Driver	Active	Licensed Driver	Active

  

Standard		Non-Standard	
Primary Driver Age	20 and above	Primary Driver Age	Any Age
Status	May be insured	Status	May be insured
Accidents	No at-fault accidents (3 years)	Accidents	May have at-fault accidents
DUI and SR-22	No DUI or SR-22	DUI and SR-22	May have DUI or SR-22
Tickets	Up to 2 tickets	Tickets	May have multiple tickets
Homeowner	May be a Homeowner	Homeowner	May be a homeowner
Licensed Driver	Active	Licensed Driver	May have an active license