

AGENT SPOTLIGHT

Andrew Baudino

State Farm Insurance Agent | Brentwood, Tennessee

Building A Scalable Growth Engine With Quality Leads And Disciplined Follow-Up

The Challenge: Lead Quality Without Consistency

Before partnering with ZipQuote, Andrew's biggest obstacle wasn't finding leads, it was finding leads worth working. The turning point came through his agent network, where consistent reports about ZipQuote's contact rates convinced him to make a change.

"The biggest challenge was lead quality consistency. Too many leads from other providers were oversold or had bad contact info, and we were burning time on people who had no real intent to buy and no reliable way to reach them," explained Andrew. "I kept hearing from other agents in my network that ZipQuote's contact rates were stronger. That was enough for me to give them a shot."

The Solution: Multi-Touch System

From the moment a ZipQuote lead hits the pipeline, Andrew's team moves fast. The goal is same-minute contact. From there, a structured follow-up sequence takes over:

- ▶ Multi-touch outreach via phone, text and email across the first 72 hours
- ▶ Contact attempts on 7 separate days, spanning day 1 through day 45
- ▶ Double-call strategy on days 1 and 2 if the first attempt goes unanswered
- ▶ Uncontacted leads move to a shared team bucket, revisited every 6 months

Once contact is made, the process shifts to a needs-based discovery conversation, an on-the-spot quote and a goal to bind same-day or within 24 hours.



Agent Profile

-  Agent:
Andrew Baudino
-  Agency:
Andrew Baudino State Farm Insurance Agent
-  Location:
Brentwood, Tennessee
-  Lines of Business:
Auto & Home
-  Lead Type:
Internet Leads (ZipQuote)
-  Cost Per New Household:
(2026) \$155 average
-  Follow-Up Cadence:
7 contact days over 45-day lifecycle

“And if we quote someone but can’t close them, that rep owns the follow-up at their next expiration or when something drops off their record. That’s when people are actually ready to move.”

Tracking ROI The Right Way

Andrew measures performance by cost per new household acquired, which is a clean metric that makes it easy to compare lead sources. In 2026, his average sits at \$155 per new household, with ZipQuote leads consistently outperforming his blended average.

He reviews lead spend against premium written on a monthly basis. Looking ahead, Andrew explains that he is “in the process of diving deeper by finding our average retention rate on internet leads in the first 3 years to help determine my 3-year expected ROI, since the 1st term ROI is always going to be negative.”

INSIGHTS & RESULTS

Higher Contact Rates, Less Wasted Time

Contact rate with ZipQuote is noticeably higher than other providers Andrew has used. More importantly, the leads carry genuine purchase intent, meaning fewer unworkable contacts and more time spent on real opportunities.

Growth Across Auto And Home

ZipQuote has contributed meaningfully to new policy count for Andrew’s agency and driven expansion in both auto and home, without relying entirely on referrals. The consistency of the lead flow has made ZipQuote central to the agency’s 2026 growth plan.

“ZipQuote has been a reliable growth channel. It’s a big part of why we are on track to hit our growth targets for 2026.”

Platform Controls That Protect Efficiency

Among ZipQuote’s platform features, lead flow controls are Andrew’s most-used tool. “Being able to dial back volume or pause entirely during high-capacity periods lets us stay efficient without burning leads we can’t work properly.”

ADVICE FOR AGENTS CONSIDERING ZIPQUOTE

“Work the leads fast and stay disciplined about follow-up... what you put into the process is what you get out. ZipQuote gives you a real shot at consistent volume with better contact rates than most. That’s hard to find.”

Agent Spotlight: Andrew Baudino