



# HometownQuotes.Com Introduces New Affiliate Program

HometownQuotes.Com, May 03, 2005

URL: <http://www.pr9.net/business/financial/1692may.html>

*Insurance Web Site Offering partner sites higher payouts and conversion rates than competitors*

PR9.NET May 03, 2005 - PINEBLUFF, N.C. – HometownQuotes.Com, an online insurance web site based out of North Carolina, has begun offering its partner sites the opportunity to earn commissions from the sales they deliver.

According to newly named Affiliate Director, Matt McWilliams, HometownQuotes.Com offers higher payouts and conversion rates than their competitors. "I have served as an affiliate myself for countless insurance sites and other sites," McWilliams said. "I would not serve in this capacity if I did not believe in what we offer our affiliates."

Affiliate programs are not new in the online insurance world. Affiliates send visitors from their sites to a company's web site and are paid a commission for the leads that are generated from that traffic. Average commissions range from \$2-8 per lead. HometownQuotes.Com pays its affiliates \$8.00 for homeowners insurance leads and \$7.50 for auto insurance leads.

McWilliams said that many of their current link partner sites have already signed up as affiliates and that they are happy with the quality of the leads brought in from those partners so far.

"Our link partners were obviously targeted for the content their sites offered," said McWilliams. "As affiliates, we are providing them with an opportunity to actually get paid for the leads they send us."

In an announcement message to their link partners, McWilliams said: "We began with the idea that consumers deserve a better way to shop for insurance. We were founded on the principal that consumers deserve better than the 800-number approach for their insurance needs and that local agents were better suited to handle a clients needs.

Our affiliates program was founded on the belief that those who help us earn money should be paid well. We want to forge long-term relationships with our affiliates that can benefit both of us."

Anyone interested in joining the HometownQuotes.Com Affiliates Program can call Matt McWilliams at 877-510-8100 ext. 704 or email him at affiliates at hometownquotes.com. Persons may also visit [www.hometownquotes.com/affiliates](http://www.hometownquotes.com/affiliates) for more information and to sign up online.

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## About HometownQuotes.Com

HometownQuotes.com was founded in 2003 by two former insurance professionals who believed that there was a better way for individuals to connect with local insurance agents in your hometown. Armed with that belief and a working knowledge of the insurance industry HometownQuotes.com was born.

Today, almost two years later, HometownQuotes.com is the industry authority in providing quick and easy quotes to consumers. HometownQuotes.com was founded on the principal that consumers deserve better than the 800-number approach for their insurance needs and that local agents were better suited to handle a clients needs.

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