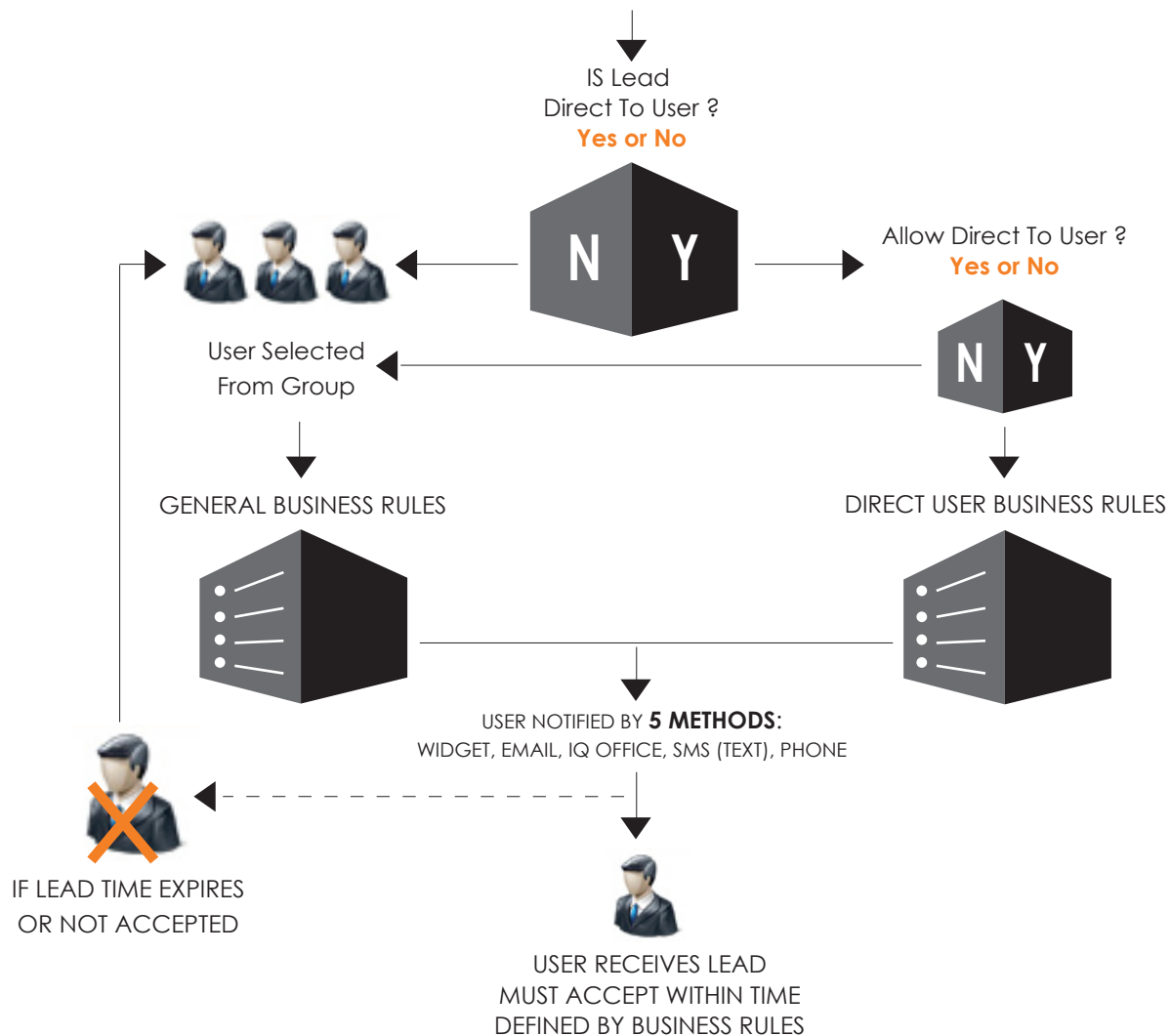





The following diagram outlines the flow of the lead as it is distributed by iQ office.

- 1) Lead is generated and is filtered to see if it is a direct to user lead.
- 2) If system is configured to allow direct to user leads and the lead is labeled as such, it goes to the user.
If system is not configured to allow direct to user leads or the lead is not labeled as such, a user group is assigned.
- 3) Custom broker defined business rules are applied to lead before notifying lead recipient.
- 4) Lead recipient is notified via desktop widget, SMS (Text Message), email, IQ Office and via phone.






 *iQ office, iQ web & iQ voice form our integrated lead generating system.