



FACT SHEET

Leads Club is the oldest and most respected business networking organization in the world. Founded in 1978, Leads Club is the original referral based marketing organization for small businesses. It has over 5,000 members in hundreds of chapters worldwide.

Open to business owners, sales professionals and entrepreneurs who are seeking to begin or expand a business. Members in each chapter meet weekly at either breakfast or lunch meetings to exchange business leads and referrals through a time-tested, patented 75 minute format. Each member gives two brief business presentations and exchange leads they have gathered during the week, acting as “agents” for each other in their Chapter. Members also have the opportunity to polish their presentation skills at Chapter meetings and gain feedback from fellow members.

Statistics:

- Average yearly increase in business is 19-25%*
- Average yearly amount earned with Leads Club \$12,509*
- Millions of Leads, worth billions of dollars passed since 1978
- Average lead value \$300 (Real estate and business broker sales not computed in this figure).

History of Leads Club:

- 1978 - Founded for women only by President, Ali Lassen in California
- 1984 - First men’s chapters opened
- 1986 - First co-ed chapters opened
- 1990 - Lisa Bentson promoted to Vice President
- 1990 - Regional Headquarters opened in Australia
- 1994 - Lisa Bentson assumed duties as President

* based on most recent survey