LeadRobin
AUTOMATED LEAD DISTRIBUTION

Intelligent Lead Routing for Any Team

LeadRobin distributes every inbound lead fairly and instantly, from any source: email, web forms, APIs, partner feeds, and CRMs. No manual sorting, no favorites, no dropped balls.

ROUND-ROBIN, AUTOMATED

Why LeadRobin

The first team to respond usually gets the business. LeadRobin assigns every lead the moment it arrives and keeps the whole team accountable from first contact to closed deal.

Fair Round-Robin

Leads are dealt like cards: agent one, agent two, back around. Equal share, no favoritism, no manual sorting.

Instant Assignment

Every lead is assigned the second it arrives, not batched overnight. Your team responds while the prospect is still engaged.

Complete Transparency

Every assignment is logged with timestamps and details. See who has what, and chase anything that stalls.

Every Lead Source, One Pipeline

Email → **Web forms** → **API & partner feeds** → **Webhooks** → **CSV** → **One queue**

LEAD INTAKE

- ✓ Shared mailbox monitoring
- ✓ Website form submissions
- ✓ JSON POST from any system

ASSIGNMENT

- ✓ Forwarded with full lead detail
- ✓ Every action logged
- ✓ One queue, no inbox sprawl

Distribution That Holds Up

- True round-robin: every active agent gets an equal share
- Availability: agents set their status and get skipped
- Rules on top: senior-only, expertise matching, territory
- Instant and 24/7, never batched overnight

Pipeline Management

A Kanban board that matches your real workflow, column by column, from Lead Assigned to Policy Delivered.

- Drag leads through your own stages
- Track the quote lifecycle: submitted, created, delivered
- Stall alerts before a lead goes cold
- Rename, reorder, and archive stages to fit your team
- Full history: who moved what, and when
- Disputes about ownership end with a timestamp

Built for Insurance

Submissions arrive from everywhere: broker emails, web portals, API feeds from distribution platforms like NowCerts, and spreadsheets from carriers. Each one is a live producer waiting to start, and every hour it sits unread is a deal someone else will close. LeadRobin pulls all of it into one pipeline and puts a name on every lead the second it arrives.

Visibility and Integration

- Admin rollup: leads per agent per stage, across the organization
- CRM and AMS push: assigned leads flow into NowCerts and your agency management system
- Mobile friendly: full use on phones and tablets
- Secure by default: encrypted passwords, CSRF protection, scoped sessions, rate limiting

What You Get

50%	35%	100%	24/7
Faster response times	Higher conversion rates	Fair lead distribution	Automated routing

Simple Pricing

$25
Per Broker, Per Month
Only people who log in and receive leads count. Managers who just watch the board are free, unlimited.

$10
Per Lead Source, Per Month
One shared mailbox, one website form, or one API or webhook feed. Test sources are free.

$0
Lead Volume, Always
Unlimited leads, unlimited emails, unlimited history. Your bill does not move when your business grows.

Start with a 14-day free trial, no credit card. Connect your real inbox, run your real leads, and decide with the system already working.

Who It Is For

- Insurance agencies and brokerages sharing an inbox
- MGAs and program administrators
- Wholesalers routing submissions to producers
- Any sales team that wants leads dealt fairly

How It Works

- A lead arrives from any source
- LeadRobin routes it to the next available agent
- The agent acts, with every detail and the lead as their own
- Management sees it all, in one board

Get in Touch

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