GENERAL

* Universal Lead ID (string, uuid)
* Source ID (string, hash)

VEHICLE

* Vehicle 1 Year (string)
* Vehicle 1 Make (string)
* Vehicle 1 Model (string)
* Vehicle 1 Trim (string)
* Vehicle 1 Lease (bool 1/ 0)
* Vehicle 1 Primary Use (string)
* business
* commutework
* farm
* gov
* pleasure
* selfemployed
* Vehicle 1 Average Commute Mileage (enum, int)
  + 0
  + 3
  + 8
  + 15
  + 35
  + 75
* Vehicle 1 Annual Mileage (enum, int)
  + 6000
  + 12000
  + 21000
  + 45000
  + 80000
* Vehicle 1 years at residence
  + 1
  + 2
  + 3
  + …
  + 10
* Vehicle 2 Year (string)
* Vehicle 2 Make (string)
* Vehicle 2 Model (string)
* Vehicle 2 Trim (string)
* Vehicle 2 Lease (bool - 1 / 0)
* Vehicle 2 Primary Use (string) - How the vehicle is used. E.g., pleasure, work, etc.
* Vehicle 2 Average Commute Mileage (enum, int)
* Vehicle 2 Annual Mileage (enum, int)

INSURANCE

* Current Insurance Company (string) – Complete list provided below
* 21st Century Insurance
* AAA Insurance Co.
* AARP
* AETNA
* AFLAC
* AIG
* AIU Insurance
* Allied
* Allstate County Mutual
* Allstate Indemnity
* Allstate Insurance
* American Alliance Insurance
* American Automobile Insurance
* American Casualty
* American Deposit Insurance
* American Direct Business Insurance
* American Empire Insurance
* American Family Insurance
* American Family Mutual
* American Financial
* American Health Underwriters
* American Home Assurance
* American Insurance
* American International Ins
* American International Pacific
* American International South
* American Manufacturers
* American Mayflower Insurance
* American Motorists Insurance
* American National Insurance
* American Premier Insurance
* American Protection Insurance
* American Republic
* American Savers Plan
* American Service Insurance
* American Skyline Insurance Company
* American Spirit Insurance
* American Standard Insurance - OH
* American Standard Insurance - WI
* AmeriPlan
* Amica Insurance
* Answer Financial
* Arbella
* Associated Indemnity
* Assurant
* Atlanta Casualty
* Atlantic Indemnity
* Auto Club Insurance Company
* AXA Advisors
* Bankers Life and Casualty
* Banner Life
* Best Agency USA
* Blue Cross and Blue Shield
* Brooke Insurance
* Cal Farm Insurance
* California State Automobile Association
* Chubb
* Citizens
* Clarendon American Insurance
* Clarendon National Insurance
* CNA
* Colonial Insurance
* COMPANY NOT LISTED
* Comparison Market
* Continental Casualty
* Continental Divide Insurance
* Continental Insurance
* Cotton States Insurance
* Country Insurance and Financial Services
* Countrywide Insurance
* CSE Insurance Group
* Dairyland County Mutual Co of TX
* Dairyland Insurance
* eHealthInsurance Services
* Electric Insurance
* Erie Insurance Company
* Erie Insurance Exchange
* Erie Insurance Group
* Erie Insurance Property and Casualty
* Esurance
* Farm Bureau/Farm Family/Rural
* Farmers Insurance
* Farmers Insurance Exchange
* Farmers TX County Mutual
* Farmers Union
* FinanceBox.com
* Fire and Casualty Insurance Co of CT
* Foremost
* Foresters
* Geico Casualty
* Geico General Insurance
* Geico Indemnity
* GMAC Insurance
* Golden Rule Insurance
* Government Employees Insurance
* Guaranty National Insurance
* Guide One Insurance
* Hartford Accident and Indemnity
* Hartford Casualty Insurance
* Hartford Fire Insurance
* Hartford Insurance Co of Illinois
* Hartford Insurance Co of the Southeast
* Hartford Omni
* Hartford Underwriters Insurance
* Health Benefits Direct
* Health Choice One
* Health Plus of America
* HealthShare American
* Humana
* IFA Auto Insurance
* IGF Insurance
* Infinity Insurance
* Infinity National Insurance
* Infinity Select Insurance
* Insurance Insight
* Insurance.com
* InsuranceLeads.com
* InsWeb
* Integon
* John Hancock
* Kaiser Permanente
* Kemper Lloyds Insurance
* Landmark American Insurance
* Leader National Insurance
* Leader Preferred Insurance
* Leader Specialty Insurance
* Liberty Insurance Corp
* Liberty Mutual Fire Insurance
* Liberty Mutual Insurance
* Liberty National
* Liberty Northwest Insurance
* Lumbermens Mutual
* Maryland Casualty
* Mass Mutual
* Mega/Midwest
* Mercury
* MetLife Auto and Home
* Metropolitan Insurance Co.
* Mid Century Insurance
* Mid-Continent Casualty
* Middlesex Insurance
* Midland National Life
* Mutual of New York
* Mutual Of Omaha
* National Ben Franklin Insurance
* National Casualty
* National Continental Insurance
* National Fire Insurance Company of Hartford
* National Health Insurance
* National Indemnity
* National Union Fire Insurance of LA
* National Union Fire Insurance of PA
* Nationwide General Insurance
* Nationwide Insurance Company
* Nationwide Mutual Fire Insurance
* Nationwide Mutual Insurance
* Nationwide Property and Casualty
* New England Financial
* New York Life Insurance
* Northwestern Mutual Life
* Northwestern Pacific Indemnity
* Omni Indemnity
* Omni Insurance
* Orion Insurance
* Pacific Indemnity
* Pacific Insurance
* Pafco General Insurance
* Patriot General Insurance
* Peak Property and Casualty Insurance
* PEMCO Insurance
* Physicians
* Progressive
* Progressive Auto Pro
* Prudential Insurance Co.
* Reliance Insurance
* Reliance National Indemnity
* Reliance National Insurance
* Republic Indemnity
* Response Insurance
* SAFECO
* Safeway Insurance
* Safeway Insurance Co of AL
* Safeway Insurance Co of GA
* Safeway Insurance Co of LA
* Security Insurance Co of Hartford
* Security National Insurance Co of FL
* Sentinel Insurance
* Sentry Insurance a Mutual Company
* Sentry Insurance Group
* Shelter Insurance Co.
* St. Paul
* St. Paul Fire and Marine
* St. Paul Insurance
* Standard Fire Insurance Company
* State and County Mutual Fire Insurance
* State Farm County
* State Farm Fire and Cas
* State Farm General
* State Farm Indemnity
* State Farm Insurance Co.
* State Farm Lloyds Tx
* State Farm Mutual Auto
* State Fund
* State National Insurance
* Superior American Insurance
* Superior Guaranty Insurance
* Superior Insurance
* Sure Health Plans
* The Ahbe Group
* The General
* The Hartford
* TICO Insurance
* TIG Countrywide Insurance
* Titan
* TransAmerica
* Travelers Indemnity
* Travelers Insurance Company
* Tri-State Consumer Insurance
* Twin City Fire Insurance
* UniCare
* United American/Farm and Ranch
* United Pacific Insurance
* United Security
* United Services Automobile Association
* Unitrin Direct
* Universal Underwriters Insurance
* US Financial
* USA Benefits/Continental General
* USAA
* USF and G
* Viking County Mutual Insurance
* Viking Insurance Co of WI
* Wawanesa
* Western and Southern Life
* Western Mutual
* Windsor Insurance
* Woodlands Financial Group
* Zurich North America

* Policy Expiration (date)
* Desired Coverage Type (enum)
* BASIC
  + (Basic (Bodily Injury = $50,000 per person/ $100,000 per accident; Property Damage = $25,000))
* STANDARD
  + Standard (Bodily Injury = $100,000 per person/ $300,000; Property Damage = $50,000)
* STATEMINIMUM
  + State Minimum (Bodily Injury = $15,000 per person/ $30,000 per accident; Property Damage = $5,000)
* SUPERIOR
  + Superior (Bodily Injury = $250,000 per person/ $500,000 per accident; Property Damage = $100,000)
* Desired Collision Deductible (int)
* 0
* 500
* 1000
* Desired Comprehensive Deductible (int)
* 0
* 500
* 1000

INSURANCE CLAIMS

* Driver 1 Incident (string)
  + Yes
  + (blank or NULL)
* Driver 1 Incident 1 Incident Type(string)
  + Accident
  + Claim
  + Ticket
* Driver 1 Incident 1 Ticket Type(string)
  + Alcohol
  + Other
  + speeding
* Driver 1 Incident 1 Accident(string)
  + Collided with another car
  + Hit an obstruction. Single car accident
  + Hit by another person
  + Hit while stopped
  + Other
* Driver 1 Incident 1 Claim(string)
  + Act of Nature
  + Car fire
  + Flood damage
  + Hail damage
  + Hit an animal
  + Other
  + Theft of stereo
  + Theft of vehicle
  + Towing service
  + Vandalism
  + Windshield Replacement
* Driver 1 Incident 1 Damage(string)
  + Both
  + No damage
  + People
  + Property
* Driver 1 Incident 1 Driver At Fault(string)
  + Yes
  + No
* Driver 1 Incident 1 Date Month(int)
* Driver 1 Incident 1 Date Year(int)
* Driver 1 Incident 1 Ticket for Alcohol(string)
  + Drug possession
  + DUI/DWAI
  + Minor in possession
  + Open container
* Driver 1 Incident Ticket Other(string)
  + Careless driving
  + Carpool lane violation
  + Child not in car seat
  + Defective Equipment
  + Defective vehicle (reduced violation)
  + Driving too fast for conditions
  + Driving without a license
  + Excessive noise
  + Exhibition driving
  + Expired drivers license
  + Expired emissions
  + Expired Registration
  + Failure to obey traffic signal
  + Failure to signal
  + Failure to stop
  + Failure to yield
  + Following too close
  + Illegal lane change
  + Illegal passing
  + Illegal turn
  + Illegal turn on red
  + Illegal U Turn
  + Inattentive driving
  + No insurance
  + No seatbelt
  + Other Unlisted Moving Violation
  + Passing a school bus
  + Passing in a no-passing zone
  + Passing on shoulder
  + Ran a red light
  + Ran a stop sign
  + Reckless driving
  + Reckless endangerment
  + Wrong way on a one way
* Driver 1 Incident 1 Ticket for Speeding(string)
  + Less than 10 MPH over
  + More than 10 MPH over
  + More than 20 MPH over
* Driver 1 Incident 1 Amount Paid By Insurance(string)

500

750

1500

4000

10000

20000

30000

30001

* Driver 1 Incident 2 Amount Paid By Insurance(string)
* Driver 2 Incident 1 Incident Type(string)
* Driver 2 Incident 1 Accident(string)
* Driver 2 Incident 1 Claim(string)
* Driver 2 Incident 1 Damage(string)
* Driver 2 Incident 1 Driver At Fault(string)
* Driver 2 Incident 1 Date Month(int)
* Driver 2 Incident 1 Date Year(int)
* Driver 2 Incident 1 Ticket for Alcohol(string)
* Driver 2 Incident 1 Ticket Other(string)
* Driver 2 Incident 1 Ticket for Speeding(string)
* Driver 2 Incident 1 Ticket Type(string)

DRIVER

* Driver 1 Gender (enum, string)
  + male
  + female
* Driver 1 Marital Status (enum, string)
  + single
  + married
  + divorced
  + separated
  + widowed
* Driver 1 Edu Level (enum, string)
  + HIGHSCHOOL
  + AA
  + BA
  + POST
* Driver 1 Age (int)
* Driver 1 Years at Residence (int)
* Driver 1 Is SR22 (bool - 1 / 0)
* Driver 1 Occupation (enum, string - ***see possible occupations at bottom***)
* Driver 1 DOB Month, Day, Year
* Driver 2 Gender (enum, string)
  + male
  + female
* Driver 2 Marital Status (enum, string)
  + single
  + married
  + divorced
  + separated
  + widowed
* Driver 2 Edu Level (enum, string)
  + HIGHSCHOOL
  + AA
  + BA
  + POST
* Driver 2 Age (int)
* Driver 2 Years at Residence (int)
* Driver 2 Is SR22 (bool - 1 / 0)
* Driver 2 Relationship To Applicant
* Spouse
* Child
* Sibling
* Parent
* Grandparent
* Grandchild
* Other
* Driver 2 Occupation (enum, string) - ***see possible occupations at bottom***)
* Driver 2 DOB Month, Day, Year

***POSSIBLE OCCUPATIONS***

* ACCOUNTSREC
* ACTOR
* ADMINMGMT
* APPRAISER
* ARCHITECT
* ARTIST
* ASSEMBLER
* AUDITOR
* BAKER
* BANKER
* BARTENDER
* BROKER
* CASHIER
* CASINOWORKER
* CEO
* CHEMIST
* CHILDCARE
* CITYWORKER
* CLAIMSADJUSTER
* CLERGY
* CLERICALTECH
* COLLEGEPROFESSOR
* COMPUTERTECH
* CONSTRUCTION
* CONTRACTOR
* COUNSELOR
* CPA
* CUSTODIAN
* CUSTOMERSERVICE
* DANCER
* DECORATOR
* DELIVERYDRIVER
* DENTIST
* DIRECTOR
* DISABLED
* DRIVERS
* ELECTRICIAN
* ENGINEERAE
* ENGINEERAS
* ENGINEERCHEM
* ENGINEERCIVIL
* ENGINEERELECTRICAL
* ENGINEERGAS
* ENGINEERGEO
* ENGINEERMECH
* ENGINEERNUCLEAR
* ENGINEEROTHER
* ENGINEERPETROLEUM
* ENGINEERSTRUCTURAL
* ENTERTAINER
* FARMER
* FIREFIGHTER
* FLIGHTSTTEND
* FOODSERV
* GOVERNMENT
* HEALTHCARE
* HOMEMAKER
* INSTALLER
* INSTRUCTOR
* JOURNALIST
* JOURNEYMAN
* LABORER
* LABTECH
* LAWYER
* MACHINEOPERATOR
* MACHINIST
* MAINTENANCE
* MANUFACTURER
* MARKETING
* MECHANIC
* MILITARYE1E4
* MILITARYE5E7
* MILITARYOFFICER
* MILITARYOTHER
* MODEL
* NANNY
* NURSECNA
* OTHER
* PAINTER
* PARALEGAL
* PARAMEDIC
* PERSONALTRAINER
* PHOTOGRAPHER
* PHYSICIAN
* PILOT
* PLUMBER
* POLICEOFFICER
* POSTALWORKER
* PREACHER
* PROATHLETE
* PRODUCTION
* PROFESSOR
* PROFESSORSPEC
* PROGRAMMER
* REALESTATE
* RECEPTIONIST
* RESERVATIONAGENT
* RESTAURANTMANAGER
* RETAIL
* RETIRED
* ROOFER
* SALES
* SCIENTIST
* SECRETARY
* SECURITY
* SELFEMPLOYED
* SKILLEDWORKER
* SOCIALWORKER
* STOCKER
* STOREOWNER
* STUDENTLIVINGWITHPARENTS
* STUDENTNOTLIVINGWITHPARENTS
* STYLIST
* SUPERVISOR
* TEACHER
* TEACHERCRED
* TECHICALSUP
* TELLER
* TRAVELAGENT
* TRUCKDRIVER
* UNEMPLOYED
* UNEMPLOYED
* UNKNOWN
* VET
* WAITRESS
* WELDER
* GOVERNMENT
* HOMEMAKER
* RETIRED
* STUDENTNOTLIVINGWITHPARENTS
* STUDENTLIVINGWITHPARENTS
* UNEMPLOYED
* MILITARYE1E4
* MILITARYE5E7
* MILITARYOFFICER
* MILITARYOTHER
* UNKNOWN
* SELFEMPLOYED

PERSON

* First Name (string)
* Last Name (string)
* Address (string)
* City (string)
* State (string)
* Zip (string)
* Homephone (string)
* Email (string)
* Credit Rating (string)
* *Excellent*
* *Good*
* *Average*
* *Poor*
* Current Residence (enum, string)
  + Own
  + Rent
  + Live With Parents
  + Dormitory
  + Other