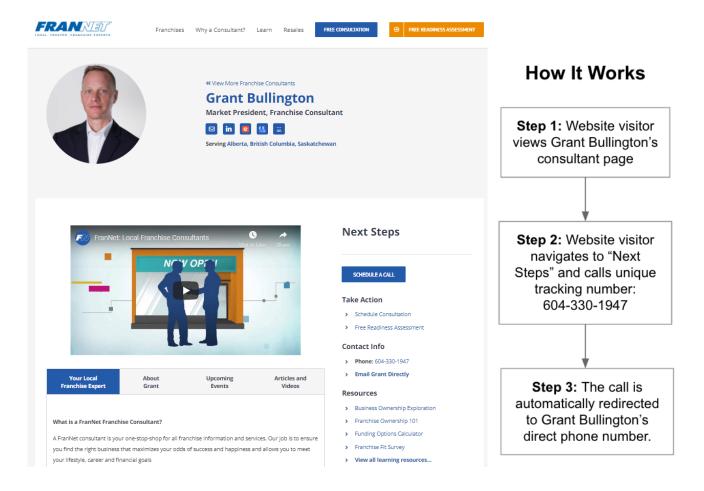


TRACKING NUMBERS ON CONSULTANT PAGES

Each consultant page has a unique trackable phone number on their consultant page. These tracking numbers capture data from the calls (including being recorded), allowing us to understand how many calls each marketing source is driving and gather basic demographic information. The tracking number automatically redirects the caller to the consultant's direct phone number, so the caller experience will not be impacted.



Items to Note: If you see a different number listed on your website, that's okay! This is your tracking number. For marketing purposes, you should still use your actual phone number. If you list the tracking number on other materials, anyone who calls that number will be tracked as a website lead.