

Reverse Mortgage Crowds

Pricing & Order Form

(Version 16.0) Please be sure to use our most current version found at www.reversemortgagecrowds.com

Thank you for your order! Please read these instructions below then complete pages 2 and 3 of this application and fax them to us immediately. Your payment can follow after you receive your invoice. You will quickly receive an "Application Received" notice with your Account Manager's name and contact information. Your invoice will follow in about ½ business day.

Your Account Manager will set up your RSVP/800# and send you a copy of your invitation proof and mailing list count. Please review these carefully. **We cannot mail without payment, written proof approval, and written mailing list approval.**

To complete your application, please determine the following:

- **Number to Mail:** If you don't know your response rate (new customer) we suggest the following "rule of thumb" on your first order: Anticipating a 1% response rate based on total seating capacity, order enough to fill your seminar(s). Example: You planned 2 seminars with seating capacity 40 each, you need 80 people so mail 8,000 or more. Adjust your second order as needed, depending on actual response rates.
- **Estimated Mail Date:** Determine how many days before your first seminar you want the invitations to land in the mailbox, and add to this the number of delivery days from the chart below. Using a calendar, count backwards from the date of your first seminar to find your estimated mail date. We suggest 14-17 days prior to your first seminar date for any First-Class mailed invite and 21-24 days prior on all Standard mailed invites. We mail within 1-2 business days of this date. Note: please be sure to add 3-4 days onto your EMD during November-March to account for bad weather.

Estimated Delivery Times (Days to mailbox!)

	<u>Regular Card</u>	<u>Large Card</u>	<u>Giant Card, Tri-fold, Bi-Fold, Big Window</u>
USPS Estimates =>	1-3 days	4-6 days	4-6 days
Our Experience =>	1-7 days	2-10 days	2-10 days

NOTE: NEITHER REVERSE MORTGAGE CROWDS, NOR THE USPS GUARANTEE DELIVERY TIMES

Cash-Discount* Price Per Piece

*If paying by Credit Card, please Add \$0.01 (one cent) to the Price Per Piece.

	Mailer Size=>	<u>Regular Card</u>	<u>Large Card</u>	<u>BRM</u> <u>(Business Reply Mail)</u>	<u>Big Window</u>	<u>Bi-Fold</u>
		<u>(4.125" x 5.5)</u>	<u>(5.5" x 8.5")</u>	<u>(4.125" x 5.5")</u>	<u>(4.125" x 9.5")</u>	<u>(6" x 9")</u>
Delivery Method=>		<u>1st Class</u>	<u>Standard</u> + Priority Drop Ship	<u>1st Class</u>	<u>Standard</u> + Priority Drop Ship	<u>Standard</u> + Priority Drop Ship
	Total # to mail	20000	\$0.269	\$0.339	\$0.360	\$0.390
15000		\$0.319	\$0.369	\$0.380	\$0.435	\$0.390
12500		\$0.339	\$0.389	\$0.390	\$0.455	\$0.395
10000		\$0.369	\$0.399	\$0.400	\$0.485	\$0.400
7500		\$0.379	\$0.439	\$0.410	\$0.515	\$0.425
5500		\$0.379	\$0.469	\$0.420	\$0.555	\$0.475
4500		\$0.439	\$0.489	\$0.430	\$0.605	\$0.520
3500		\$0.489	\$0.529	\$0.440	\$0.635	\$0.550
2000		\$0.539	\$0.559	\$0.450	\$0.675	\$0.590
Add Add		Full Color	+ \$0.02	+ \$0.04		
	Gold Emblem Sticker		+ \$0.035			Gold Border + \$0.02

Avoid the \$125 Rush Fee

All applications received and paid for at least 14 days before your Estimated Mail Date will not be charged our Rush Fee of **\$125**.

CONTACT INFORMATION

President: Edward Waldman RMC Account Manager: _____
 (Leave blank if first order)
 Today's Date: _____ 1st Seminar Date: _____ Estimated Mail Date: _____
 Presenter: _____ Contact: _____
 Company: _____ FMO/Parent Company: _____
 Address: _____ City: _____ St: _____ Zip: _____
 Phone: _____ Fax: (_____) _____ - _____ Email _____
 Contact Preference: e-mail _____, or fax _____ (For sending proofs approvals, zip counts, etc.)

SEMINAR and PROOF INFORMATION

Mailer Type:

- Regular Card Large Card
 6 x 9 Bi-Fold Card Big Window Piece BRM (Business Reply Mail)

Postcard Type:

- Seminar Appointment Custom

Extras: Add Full Color Printing to postcard* Add Gold Border to Bi-Fold*

**** Please see page 1 to determine how these options affect your pricing. ****

- Use Reverse Mortgage Crowds Template Use my previous mailer as template I am providing text by e-mail/fax

Security Disclosures attached **Agents State Lic#:** _____

				(SAMPLE)	Overflow Dates?	
Day of Week				Tuesday		
Seminar Date				01/04/06		
Lunch/ Dinner				Lunch		
Seating Capacity				30		
Start Time				10:30 AM		

(Please avoid hotels, country clubs, and lower-end restaurants – our experience is that these locations usually produce poor responses)

Restaurant Name: _____

Address: _____ **City:** _____

State: _____ **Zip:** _____ **Phone:** _____

If using multiple restaurants/dates, please provide information on a separate page.

Note: All mailers will use the Agent's return address.

RSVP INFORMATION

Required:

- 800# Activation and Setup Fee: (1st mailing only) **\$75.00**
 800 # Setup Fee (2nd, 3rd, etc. mailing) **\$25.00** **Setup Fee (\$75 or \$25):** _____

Optional:

- Gather Addresses of Callers **\$35.00** _____

RSVP Total: _____

