

# Reverse Mortgage Crowds

# Pricing & Order Form

**(Version 17.0)** Please be sure to use our most current version found at [www.reversemortgagecrowds.com](http://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!)**

|                   | <b>Regular Card</b> | <b>Large Card</b> | <b>Giant Card, Tri-fold, Bi-Fold, Big Window</b> |
|-------------------|---------------------|-------------------|--|
| 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=>              | <b>Regular Card</b>         | <b>Large Card</b>                       | <b>BRM</b><br>(Business Reply Mail) | <b>Big Window</b>                       | <b>Bi-Fold</b>                          |
|-------------------|----------------------------|-----------------------------|---|-------------------------------------|---|---|
|                   |                            | (4.125" x 5.5)              | (5.5" x 8.5")                           | (4.125" x 5.5")                     | (4.125" x 9.5")                         | (6" x 9")                               |
| Delivery Method=> |                            | <b>1<sup>st</sup> Class</b> | <b>Standard</b><br>+ Priority Drop Ship | <b>1<sup>st</sup> Class</b>         | <b>Standard</b><br>+ Priority Drop Ship | <b>Standard</b><br>+ Priority Drop Ship |
|                   | <b>Total # to mail</b>     | 20000                       | <b>\$0.269</b>                          | \$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                                 |
| <b>Add Add</b>    |                            | <b>Full Color</b>           | <b>+ \$0.02</b>                         | <b>+ \$0.04</b>                     |   |   |
|                   | <b>Gold Emblem Sticker</b> |                             | <b>+ \$0.035</b>                        |                                     |   | <b>Gold Border + \$0.02</b>             |

### **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**.

Please complete and fax pages 2 and 3 to Reverse Mortgage Crowds Fax 641-209-3953 Phone: 800-604-6535

**CONTACT INFORMATION**

President: Edward Waldman RMC Account Manager: \_\_\_\_\_  
 (Leave blank if first order)  
 Today's Date: \_\_\_\_\_ 1<sup>st</sup> 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)

**Insert\*** (for Big Window piece only):  CRM (Courtesy Reply Mail) \*Add **\$0.04** extra per piece

**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: (1<sup>st</sup> mailing only) **\$75.00**  
 800 # Setup Fee (2<sup>nd</sup>, 3<sup>rd</sup>, etc. mailing) **\$25.00** **Setup Fee (\$75 or \$25):** \_\_\_\_\_

**Optional:**

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

**RSVP Total:** \_\_\_\_\_

