

Reverse Mortgage Crowds

Pricing & Order Form

(**Version 23.0** 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 0.75% 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 10,000 **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 17-20 days prior to your first seminar date for any First-Class mailed invite and 24-27 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 =>	3-5 days	6-8 days	6-8 days
Our Experience =>	2-7 days	4-10 days	4-10 days

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

NOTE: Subtract 1¢ Per Piece for Payment by Check or EFT

Mailer Size=>	<u>Regular Card</u> (4.125" x 5.5)		<u>Large Card</u> (5.5" x 8.5")		<u>Giant Card</u> (5.66" x 11") <u>Tri-fold</u> (4.125" x 6.93")	<u>Big Window</u> (4.125" x 9.5")	<u>Bi-Fold</u> (6" x 9")
	<u>1st Class</u>		<u>Standard</u> + Priority Drop Ship	<u>Standard</u> + Priority Drop Ship	<u>Standard</u> + Priority Drop Ship	<u>Standard</u> + Priority Drop Ship	<u>Standard</u> + Priority Drop Ship
Total # to mail	20000	\$0.299	\$0.380	\$0.400	\$0.450	\$0.450	\$0.400
	15000	\$0.360	\$0.410	\$0.455	\$0.475	\$0.475	\$0.430
	12500	\$0.380	\$0.430	\$0.470	\$0.495	\$0.495	\$0.435
	10000	\$0.410	\$0.440	\$0.475	\$0.525	\$0.525	\$0.440
	7500	\$0.420	\$0.480	\$0.510	\$0.555	\$0.555	\$0.465
	5500	\$0.420	\$0.510	\$0.540	\$0.595	\$0.595	\$0.515
	4500	\$0.480	\$0.530	\$0.560	\$0.645	\$0.645	\$0.560
	3500	\$0.530	\$0.570	\$0.590	\$0.675	\$0.675	\$0.590
	2000	\$0.580	\$0.600	\$0.630	\$0.715	\$0.715	\$0.630
Add	Full Color	+ \$0.02	+ \$0.04	+ \$0.06			Full Color + \$0.04
Add	Gold Emblem Sticker		+ \$0.035				Gold Border + \$0.02

Rush Service Availability:

We are pleased to offer rush service for the super busy seminar agent. Most other mail houses require your order and payment 3-4 weeks prior to mailing. Reverse Mortgage Crowds only requires you to have your order and **payment** in 5 days prior to mailing.

To mail within 5 days please add \$125.00 to your order.

CONTACT INFORMATION

National Sales Manager: 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 Post Card Large Post Card Giant Post Card
 Tri-fold (*Blue Cloud or Green Leaf or Flag*) 6 x 9 Bi-Fold Big Window Mailer

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

Postcard Type: Seminar Phone Custom

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

**Please see page 1 to determine how these extra 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: _____

DEMOGRAPHIC AND ZIP CODE CRITERIA

Number to mail: _____ **Zip Count Reference Number:** _____

(Please see page 1 for instructions on how to determine the total amount to mail)

Required

Age Range _____ (Recommended - 62+)

(Optional)

add \$0.05 to price per piece

Age/Loan-to-Value (any range) Loan-to-Value Range: _____

add \$0.10 to price per piece

Full Data File – List Delivered with Mailer (Age, LTV, Home Value, DNC Phone Numbers, ETC)
Full List of Qualifiers and Ranges Available – Please Call

Eliminate the following: (Remember, many people *own* apartments and condos)

Apartments/Condos PO Boxes Unknown

Zip Codes: Pull names from these zip codes:

_____ _____ _____ _____
(First code) (Second code)

- Pull addresses from codes in order listed; do not use last codes unless necessary to make total
- Pull addresses randomly, using all codes

PAYMENT INFORMATION

Payment Method:

NOTE: When selecting a payment method with this indicator (*) Subtract 1¢ Per Piece

- Credit Card Check* EFT* Pitney Bowes Financing* (Subject to credit approval)

Please do **NOT** send payment until you receive your
invoice from accounting@seminarcrowds.com

SEND INVOICE TO _____ **EMAIL ADDRESS** _____

Read before signing:

I agree to not duplicate this Mailing Program in any manner, as it is protected under intellectual property rights © Reverse Mortgage Crowds (RMC), 2012 a division of © Seminar Crowds Inc. I authorize RMC to print my invitations and submit them within 1-2 business days of my estimated mail date to the USPS for delivery. **I acknowledge and agree that RMC does not guarantee response rates, results, or delivery by the USPS. I will not hold RMC liable for mail which is delayed due my lack of payment, my lack of written approvals, or the inability of the USPS to deliver the mail for any reason including weather related delays. We suggest you add extra time to your mail date during the winter months. The mailing lists utilized by RMC are acquired from third parties that used their best efforts to meet your selected criteria. No assurance can be given that the list or specific criteria you have chosen for your mailing will be completely accurate.**

Laws governing the content of advertising material vary from state to state. Also if you are affiliated with a NASD/FINRA member firm you may be required to meet NASD/FINRA regulations regarding the content of your mailers. It is your obligation to ensure that your mailer/invitation is in full compliance with all applicable state and federal laws, rules and regulations. Reverse Mortgage Crowds (RMC) a division of Seminar Crowds, Inc. (SCI) assumes no responsibility for the content of your mailer or compliance with applicable laws. Any forms, templates or suggestions provided by RMC are for convenience only and it is the mailers' responsibility to ensure that his or her mailer fully complies with applicable law. I agree that RMC shall not be responsible for any consequential damages. In no event shall RMC's damages with respect to any individual mailings exceed the amount paid to RMC for such mailings.

This application is made at Fairfield, IA. The parties agree that all disputes shall be governed by Iowa law and consent to the exclusive jurisdiction, venue and forum of any state or federal court in Jefferson County, Iowa. Reverse Mortgage Crowds shall be entitled to recover its reasonable attorney fees in any action to collect any unpaid invoices.

Signature: _____ **Date:** ____/____/____