

# *Reverse Mortgage Crowds! Inc. Application*

## **Lead Generation**

**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 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.**

### **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. Seminar Crowds, Inc. 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.**

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

Mailer Size=>		<u>Regular Card</u>	<u>Large Card</u>	<u>Giant Card</u> (5.66" x 11") <u>Tri-fold</u>	<u>Big Window</u>	<u>Bi-Fold</u>
		(4.125" x 5.5)	(5.5" x 8.5")	(4.125" x 6.93")	(4.125" x 9.5")	(6" x 9")
Delivery Method=>		<u>1<sup>st</sup> Class</u>	<u>Standard</u>	<u>Standard</u>	<u>Standard</u>	<u>Standard</u>
			+ Priority Drop Ship	+ Priority Drop Ship	+ Priority Drop Ship	+ Priority Drop Ship
<b>Total # to mail</b>	20000	<b>\$0.299</b>	\$0.380	\$0.400	\$0.440	\$0.400
	15000	\$0.350	\$0.380	\$0.400	\$0.440	\$0.400
	12500	\$0.360	\$0.390	\$0.410	\$0.460	\$0.400
	10000	\$0.385	\$0.395	\$0.420	\$0.470	\$0.410
	7500	\$0.400	\$0.420	\$0.440	\$0.490	\$0.430
	5500	\$0.425	\$0.445	\$0.460	\$0.510	\$0.450
	4500	\$0.430	\$0.450	\$0.470	\$0.540	\$0.460
	1000 to 3500	\$0.440	\$0.460	\$0.490	\$0.560	\$0.480
<b>Add</b>	<b>Full Color</b>	<b>+ \$0.02</b>	<b>+ \$0.04</b>	<b>+ \$0.06</b>		<b>Full Color + \$0.04</b>
<b>Add</b>	<b>Gold Emblem Sticker</b>		<b>+ \$0.035</b>			<b>Gold Border + \$0.02</b>

#### **Notes on pricing:**

- Lead Generation mailings do not include RSVP service.
  - Pricing assumes the use of our standard Lead Generation mail piece design. Design fees may apply for custom designs.
  - Price of mailing list is included in the cost per piece, which includes age, income and type of dwelling criteria. For Special List requirements, please contact us for additional pricing.
- **Estimated Mail Date:** Determine when you want the invitations to land in the mailbox, using a calendar, count backwards from the land date to find your estimated mail date. 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>
USPS Estimates =>	3-5 days	6-8 days
Our Experience =>	2-7 days	4-10 days

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

#### **All fields on the application are required.**

We cannot process an incomplete application. If you have sent pre-application information, that information must be put on the application as well. Please include your mailing list criteria and zip codes. **Your order will not be mailed until your payment is received.**

# Reverse Mortgage Crowds! Inc. Application/Order Form Lead Generation

SCI Sales Agent: Ed Waldman

RMC Account Manager: \_\_\_\_\_  
(Leave blank if first order)

Today's Date: \_\_\_\_\_

Estimated Mail Date: \_\_\_\_\_

### **CONTACT INFORMATION**

Your Phone: (\_\_\_\_) \_\_\_\_\_

Your Fax: (\_\_\_\_) \_\_\_\_\_

Company Name: \_\_\_\_\_  
(your company name)

Customer(s) Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_  
(if different from customer) (For proof approvals, zip counts, etc.)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**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

**Extra Options:**  Add Full Color Printing to postcard\*  Add Gold Border to Bi-Fold\*

### **TEXT FOR MAILER**

- Use the same mailer as my previous order
- Use Postcard Template from [www.reversemortgagecrowds.com](http://www.reversemortgagecrowds.com) (inserting my information from below)
- I am providing text by email/fax
- License # if required: \_\_\_\_\_
- Any special text you need added to invitation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Special Instructions: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Reverse Mortgage Crowds! Inc.    Application/Order Form

## Lead Generation

### 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](mailto: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:** \_\_\_\_/\_\_\_\_/\_\_\_\_

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