

Reverse Mortgage Crowds

Pricing & Order Form

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 order form and simply fax or email pages 2 and 3 of this form. Your payment can follow after you receive your invoice. Your invoice will follow in about 1/2 business day.

Your Account Manager will set up your RSVP/800# and send you a copy of your invitation proof and mailing list count for your review. Please review these carefully.

We cannot mail without payment, proof approval and mailing list approval.

To complete your application, please determine the following:

- **Number to Mail:** If you don't know your typical/average response rate 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 of 35 each, you can accommodate 70 people so mail 10,000 **or more**. Adjust future orders as needed, depending on actual response rates.
- **Estimated Mail Date:** We suggest 14 days prior to your first seminar date for any First-Class mailed invite and 21 days prior on all Standard mailed invites. We mail within 1-2 business days of this date. **Note:** Please consider adding 3-4 days onto your mailing lead time during November-March to account for bad weather.

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➤ **Estimated Delivery Times (Days to mailbox!)**

	First-Class	Standard Mail w/ SCF Drop- Ship
USPS Estimates =>	3-5 days	7-11 days
Our Experience =>	2-7 days	3-11 days

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

Mailer Size=>		Regular Post Card	Large Post Card	Regular Bi-Fold	Tri-fold	Big Window Envelope	Royal Deluxe Wedding Style w/ Envelope
		(4.125" x 5.5")	(5.5" x 8.5")	(6" x 9")	(4.125" x 6.93")	(4.125" x 9.5")	(8.5" x 11")
Delivery Method=>		1st Class	Standard	Standard	Standard	Standard	Standard
			+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship
Total # to mail	20000	\$0.375	\$0.420	\$0.445	\$0.480	\$0.510	\$0.600
	15000	\$0.415	\$0.465	\$0.495	\$0.555	\$0.555	\$0.630
	12500	\$0.435	\$0.485	\$0.500	\$0.570	\$0.575	\$0.640
	10000	\$0.465	\$0.495	\$0.505	\$0.575	\$0.605	\$0.650
	7500	\$0.475	\$0.535	\$0.535	\$0.610	\$0.635	\$0.680
	5500	\$0.475	\$0.565	\$0.580	\$0.640	\$0.675	\$0.720
	4500	\$0.535	\$0.585	\$0.625	\$0.660	\$0.725	\$0.740
	3500	\$0.585	\$0.625	\$0.655	\$0.690	\$0.755	\$0.780
	2000	\$0.635	\$0.655	\$0.695	\$0.730	\$0.795	\$0.850
Add	Full Color	+ \$0.02	+ \$0.04	\$0.04	+ \$0.06	+ \$0.08	INCLUDED

DEMOGRAPHIC AND ZIP CODE CRITERIA

Number to mail: _____ **Zip Count Reference Number:** _____
 (REQUIRED) (upper left hand corner of demographics report)

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

Required

\$0.10 per record (NO PHONES OR EMAILS)

Full Mortgage Data File – List Delivered with Mailer (Age, LTV, Home Value, Mortgage Balance, etc.)

\$0.15 per record

Scrubbed landline telephone, scrubbed cellphones plus emails – appended where available

ADD - \$0.02 per record for lists containing only DNC scrubbed landline phone records

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
- Radius Around Seminar Location

PAYMENT METHOD:

REQUIRED

- 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** _____

Disclosures and Disclaimers to be Used for Mailers and the Purchase of Mailing, Emailing and Call Lists

Please Read Carefully Before Signing:

I agree to not duplicate any mailing program or any mail, email or call list (collectively, "List") I may obtain from Seminar Crowds, Inc. and/or Reverse Mortgage Crowds (collectively, "SCI/RMC"), as they contain copyrighted and other protected intellectual property of SCI/RMC. If I am doing a mailing, I authorize SCI/RMC to print my invitations and submit them to the USPS within 1-2 business days of my estimated mail date for delivery. I acknowledge and agree that SCI/RMC has not made any representations or warranties concerning the success of this program, and does not guarantee response rates, results or delivery by the USPS. I am aware and agree that no mailing will be made unless both advanced payment and written approval of the order is received by SCI/RMC. I will not hold SCI/RMC liable for mail which is delayed due my lack of or delay in payment, my lack of written approval(s), the inability of the USPS to deliver the mail on a timely basis for any reason, including weather related delays or any other cause beyond the control of SCI/RMC. SCI/RMC recommends that you add extra time to your mail date during the winter months. SCI/RMC shall have no responsibility for any mailing once it has been delivered to the USPS.

The mailing lists utilized by SCI/RMC are acquired from third parties that have used their best efforts to meet your selected criteria. No assurance can be given that the list used for your mailing will be completely accurate or will completely meet your selected criteria. SCI/RMC will make every attempt to successfully delete specified households that you designate from your mailing. This service is provided at no charge to you, our valued customer. However, this service is not perfect and SCI/RMC shall not be responsible for recipients who may receive your invitation even though you asked for them to be removed.

Laws governing the content of advertising material including your invitation vary from state to state. If you are affiliated with a FINRA member firm, you may be required to meet FINRA regulations regarding the content of your mailers. It is your (not SCI's/RMC's) obligation to ensure that your mailer/invitation is in full compliance with all applicable state and federal laws, rules, and regulations. This includes restrictions on the use of the name Social Security and any Social Security images as well as the requirement that you use special disclosures on certain mailers such as: "The Social Security Administration has not approved, endorsed or authorized this solicitation or workshop. There is no charge to attend this workshop or subsequent consultations." SCI/RMC assumes no responsibility for the content of your mailer or its compliance with applicable laws. Any forms, templates or suggestions provided by SCI/RMC are for your convenience only, and it is your responsibility to ensure that your mailer fully complies with all applicable laws.

In the event any List is provided, please be advised that the List(s) delivered to you was acquired by SCI/RMC from third parties that SCI/RMC believe to be reliable; however, no assurance can be given by SCI/RMC that these Lists are 100% accurate and do not include recipients who are listed on the Do Not Call Registry (DNC).

By signing below and taking possession of any List provided by RMC/SCI, you acknowledge that you are aware that RMC/SCI has not updated the List provided to you against the DNC and that it is your responsibility to compare the List received from RMC with the DNC (including all updates) prior to use. It is your responsibility to familiarize yourself with the DNC rules and regulations. Any questions regarding this process should be directed to the Do Not Call Registry at <https://www.donotcall.gov/>. Please note phone numbers from the List you received are periodically being added to the DNC Registry. Consequently, in addition to comparing the List upon receipt with the DNC, we further recommend that you scrub the List for DNC compliance each time it is used. We also recommend that you review any state DNC regulations which may be applicable to your use of the Lists.

For email Lists, you are responsible to comply with all anti-spam Federal and State Laws, including the CAN-SPAM Act.

I agree that SCI/RMC shall not be responsible for any consequential damages. In no event shall SCI's/RMC's liability for damages with respect to any individual mailing exceed the amount paid to SCI/RMC for such mailing or for any List exceed the amount paid for such List. 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 to resolve all disputes. SCI/RMC shall be entitled to recover its reasonable attorney fees in any action in which it is the prevailing party.

BY MY SIGNATURE BELOW, I AGREE TO ALL OF THE ABOVE.

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