

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 and scan and email *or* 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 future orders as needed, depending on actual response rates.
- **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>Tri-fold, Bi-Fold, Big Window</u>
USPS Estimates =>	3-5 days	7-10 days	7-10 days
Our Experience =>	2-7 days	5-10 days	5-10 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>	<u>Large Card</u>	<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>Standard</u>		<u>Standard</u>		<u>Standard</u>	
		<u>1st Class</u>	+ Priority Drop Ship	+ Priority Drop Ship	+ Priority Drop Ship	+ Priority Drop Ship	+ Priority Drop Ship
Total # to mail	20000	\$0.365	\$0.410	\$0.470	\$0.500	\$0.435	
	15000	\$0.400	\$0.445	\$0.535	\$0.535	\$0.475	
	12500	\$0.420	\$0.465	\$0.550	\$0.555	\$0.480	
	10000	\$0.450	\$0.475	\$0.555	\$0.585	\$0.485	
	7500	\$0.460	\$0.515	\$0.590	\$0.615	\$0.515	
	5500	\$0.460	\$0.545	\$0.620	\$0.655	\$0.560	
	4500	\$0.520	\$0.565	\$0.640	\$0.705	\$0.605	
	3500	\$0.570	\$0.605	\$0.670	\$0.735	\$0.635	
	2000	\$0.620	\$0.635	\$0.710	\$0.775	\$0.675	
Add	Full Color	+ \$0.02	+ \$0.04	+ \$0.06		Full Color + \$0.04	
Add						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
 Tri-fold (*Blue Cloud or Green Leaf or Flag*) 6 x 9 Bi-Fold Big Window Mailer

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
 Disclosures attached **NMLS#:** _____

				(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:** _____

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:** _____
(upper left hand corner of demographics report)

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

Required

add \$0.05 to price per piece

Age/Loan-to-Value (any range)

add \$0.10 to price per piece

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

Full List of Qualifiers and Ranges Available – Please Call

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 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), 2014 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 used for your mailing will be completely accurate. Certain selects may use modeled data which is different from self-reported data, therefore full accuracy cannot be assured. We make every attempt to successfully remove households that you request to delete from your mailing. This service is provided at no charge to you, our valued client. However, this service is not perfect and we do our best from our side. Reverse Mortgage Crowds is not responsible for individuals who may receive your invitation even though you asked for them to be removed.

Laws governing the content of advertising material vary from state to state. Also 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 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 including the collection of any unpaid invoices.

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