

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 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 1/2 business day.

Your Account Manager will send you a copy of your 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>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=>		1st Class	Standard	Standard	Standard	Standard
			+ 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	\$0.390	\$0.415	\$0.480	\$0.535	\$0.445
	12500	\$0.400	\$0.425	\$0.490	\$0.555	\$0.445
	10000	\$0.425	\$0.430	\$0.500	\$0.585	\$0.455
	7500	\$0.440	\$0.455	\$0.520	\$0.615	\$0.475
	5500	\$0.465	\$0.480	\$0.540	\$0.655	\$0.495
	4500	\$0.470	\$0.485	\$0.550	\$0.705	\$0.505
	1000 to 3500	\$0.480	\$0.495	\$0.570	\$0.775	\$0.525
Add	Full Color	+ \$0.02	+ \$0.04	+ \$0.06		Full Color + \$0.04
Add	Gold Emblem Sticker		+ \$0.035			Gold Border + \$0.02

- **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 & Window Letter</u>
USPS Estimates =>	3-5 days	7-10 days
Our Experience =>	2-7 days	5-10 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: _____

Preferred 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
 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 Design Mailer Discussed with Ed Waldman
- I am providing text by email/fax
- NMLS#: _____
- License# if required: _____
- Any special text you need added to invitation: _____

Special Instructions: _____

Reverse Mortgage Crowds! Inc. Application/Order Form

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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 \$0.10 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

add \$0.15 to price per piece

Specialty Data File

add \$0.25 to price per piece

Premium Data File

ADD - \$0.02 Per Record for lists containing phone records

Mailing Area: Pull names from these States or Counties or Zip Codes:

_____ (First code) _____ (Second code) _____

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:** ____/____/____

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