

# 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 ½ 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.**

Mailer Size=>		<b>Regular Post Card</b>	<b>Large Post Card</b>	<b>Regular Bi-Fold</b>	<b>Tri-fold</b>	<b>Big Window Envelope</b>	<b>Royal Deluxe Wedding Style w/ Envelope</b>
		<b>(4.125" x 5.5")</b>	<b>(5.5" x 8.5")</b>	<b>(6" x 9")</b>	<b>(4.125" x 6.93")</b>	<b>(4.125" x 9.5")</b>	<b>(8.5" x 11")</b>
Delivery Method=>		<b>1<sup>st</sup> Class</b>	<b>Standard</b>	<b>Standard</b>	<b>Standard</b>	<b>Standard</b>	<b>Standard</b>
			+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship
<b>Total # to mail</b>	20000	<b>\$0.375</b>	\$0.420	\$0.445	\$0.480	\$0.510	\$0.600
	15000	\$0.405	\$0.435	\$0.465	\$0.500	\$0.555	\$0.630
	12500	\$0.415	\$0.445	\$0.465	\$0.510	\$0.575	\$0.640
	10000	\$0.440	\$0.450	\$0.475	\$0.520	\$0.605	\$0.650
	7500	\$0.455	\$0.475	\$0.495	\$0.540	\$0.635	\$0.680
	5500	\$0.480	\$0.500	\$0.515	\$0.560	\$0.675	\$0.720
	4500	\$0.485	\$0.505	\$0.525	\$0.570	\$0.725	\$0.740
	1000 to 3500	\$0.495	\$0.515	\$0.545	\$0.590	\$0.795	\$0.780
	<b>Full Color</b>	<b>+ \$0.02</b>	<b>+ \$0.04</b>	<b>\$0.04</b>	<b>+ \$0.06</b>	<b>+ \$0.08</b>	<b>INCLUDED</b>

**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!)**

	<b>First-Class</b>	<b>Standard Mail w/ SCF Drop-Ship</b>
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**

***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 Application/Order Form Lead Generation

## CONTACT INFORMATION

SCI Sales Agent: Ed Waldman

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

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

Preferred Mail Date: \_\_\_\_\_

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     6" x 9" Regular Bi-Fold
- Tri-fold (*Blue Cloud or Green Leaf or Flag*)     Big Window Envelope     Royal Deluxe Wedding Style w/ Envelope

**Extra:**  Add Full Color Printing to postcard\*

***\*Please see page 1 to determine how these extra options affect your pricing.***

## 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      Application/Order Form

## Lead Generation

### 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

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

\_\_\_\_\_  
(First code)      (Second code)      \_\_\_\_\_

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

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