

Pre-screen Cost & Volume Estimates

Campaign Summary Report - Estimated Costs

Initial Pre-screen Campaign Set-up Costs (One-Time)

One-Time Set-up Cost Total \$ 2,660.00

Initial Pre-screen Campaign

Campaign Process	Live Check	GTD Offer	Firm Offer	Total
Pre-screen List Cost	\$ -	\$ 1,312.50	\$ 437.50	\$ 1,750.00
Print Production (SourceLink)	\$ -	\$ 1,845.00	\$ 615.00	\$ 2,460.00
Duplex Printing				
Forms/Envelopes/Inserts				
Postage	\$ -	\$ 1,950.00	\$ 650.00	\$ 2,600.00
National Change of Address (NCOA)	\$ -	\$ 262.50	\$ 87.50	\$ 350.00
Office of Foreign Assets Control (OFAC)	\$ -	\$ -	\$ -	\$ -
MultiTrac Mail Tracking & Return Mail	\$ -	\$ 112.50	\$ 37.50	\$ 150.00
Campaign Execution (D2K)	\$ -	\$ 1,837.50	\$ 612.50	\$ 2,450.00
Subtotal	\$ -	\$ 7,320	\$ 2,440	\$ 9,760

Pre-screen Re-mail Campaign

Campaign Process	Live Check	GTD Offer	Firm Offer	Total
Pre-screen List Cost	N/A	N/A	N/A	N/A
Print Production (SourceLink)	\$ -	\$ 2,335.50	\$ 553.50	\$ 2,889.00
Duplex Printing				
Forms/Envelopes/Inserts				
Postage	\$ -	\$ 1,755.00	\$ 585.00	\$ 2,340.00
National Change of Address (NCOA)	N/A	N/A	N/A	N/A
Office of Foreign Assets Control (OFAC)	N/A	N/A	N/A	N/A
MultiTrac Mail Tracking & Return Mail	\$ -	\$ 101.25	\$ 0.01	\$ 101.26
Campaign Execution (D2K)	\$ -	\$ 1,012.50	\$ 337.50	\$ 1,350.00
Subtotal	\$ -	\$ 5,204	\$ 1,476	\$ 6,680

Campaign Summary Report - Estimated Volume

Campaign Results	Live Check	GTD Offer	Firm Offer	Total
Quantity Mailed	-	7,500	2,500	10,000
Quantity Re-mailed	-	6,750	2,250	9,000
Number of Loans Generated	-	173	29	202
Overall Response Rate	0.0%	1.2%	0.6%	1.1%
Net Loan Volume	\$ -	\$ 207,900	\$ 38,981	\$ 246,881
Gross Loan Volume (Est. 125% of net)	\$ -	\$ 259,875	\$ 48,727	\$ 308,602
Acquisition Cost	\$ -	\$ 72.29	\$ 135.62	\$ 81.34

Total Annual Volume

Volume Estimates	Live Check	GTD Offer	Firm Offer	Total
Initial Campaign Net Volume	\$ -	\$ 207,900	\$ 38,981	\$ 246,881
Estimated Annual Renewal Volume	\$ -	\$ 79,946	\$ 14,500	\$ 94,446
Total Annual Volume	\$ -	\$ 287,846	\$ 53,481	\$ 341,327

Initial Set-up Cost \$ 2,660.00

Total Campaign Execution Costs \$ 16,440.26

Grand Total \$ 19,100.26