

# 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 \$ 3,660.00

### Initial Pre-screen Campaign

| Campaign Process                        | Live Check      | GTD Offer       | Firm Offer      | Total            |
|---|-----------------|-----------------|-----------------|------------------|
| Pre-screen List Cost                    | \$ 875.00       | \$ 612.50       | \$ 262.50       | \$ 1,750.00      |
| Print Production (SourceLink)           | \$ 2,400.00     | \$ 861.00       | \$ 369.00       | \$ 3,630.00      |
| Duplex Printing                         |                 |                 |                 |                  |
| Forms/Envelopes/Inserts                 |                 |                 |                 |                  |
| Postage                                 | \$ 2,200.00     | \$ 910.00       | \$ 390.00       | \$ 3,500.00      |
| National Change of Address (NCOA)       | \$ 175.00       | \$ 122.50       | \$ 52.50        | \$ 350.00        |
| Office of Foreign Assets Control (OFAC) | \$ 400.00       | \$ -            | \$ -            | \$ -             |
| MultiTrac Mail Tracking & Return Mail   | \$ 75.00        | \$ 52.50        | \$ 22.50        | \$ 150.00        |
| Campaign Execution (D2K)                | \$ 1,450.00     | \$ 1,015.00     | \$ 435.00       | \$ 2,900.00      |
| <b>Subtotal</b>                         | <b>\$ 7,575</b> | <b>\$ 3,574</b> | <b>\$ 1,532</b> | <b>\$ 12,680</b> |

### 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)           | \$ -        | \$ -        | \$ -        | \$ -        |
| Duplex Printing                         |             |             |             |             |
| Forms/Envelopes/Inserts                 |             |             |             |             |
| Postage                                 | \$ -        | \$ -        | \$ -        | \$ -        |
| 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   | \$ -        | \$ -        | \$ -        | \$ -        |
| Campaign Execution (D2K)                | \$ -        | \$ -        | \$ -        | \$ -        |
| <b>Subtotal</b>                         | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> |

## Campaign Summary Report - Estimated Volume

| Campaign Results                     | Live Check | GTD Offer | Firm Offer | Total      |
|--------------------------------------|------------|-----------|------------|------------|
| Quantity Mailed                      | 5,000      | 3,500     | 1,500      | 10,000     |
| Quantity Re-mailed                   | -          | -         | -          | -          |
| Number of Loans Generated            | 150        | 53        | 11         | 214        |
| Overall Response Rate                | 3.0%       | 1.5%      | 0.8%       | 2.1%       |
| Net Loan Volume                      | \$ 142,500 | \$ 63,000 | \$ 15,188  | \$ 220,688 |
| Gross Loan Volume (Est. 125% of net) | \$ 178,125 | \$ 78,750 | \$ 18,984  | \$ 275,859 |
| Acquisition Cost                     | \$ 50.50   | \$ 68.07  | \$ 136.13  | \$ 59.32   |

### Total Annual Volume

| Volume Estimates                | Live Check        | GTD Offer        | Firm Offer       | Total             |
|---------------------------------|-------------------|------------------|------------------|-------------------|
| Initial Campaign Net Volume     | \$ 142,500        | \$ 63,000        | \$ 15,188        | \$ 220,688        |
| Estimated Annual Renewal Volume | \$ 71,253         | \$ 24,226        | \$ 5,649         | \$ 101,129        |
| <b>Total Annual Volume</b>      | <b>\$ 213,753</b> | <b>\$ 87,226</b> | <b>\$ 20,837</b> | <b>\$ 321,816</b> |

Initial Set-up Cost \$ 3,660.00

Total Campaign Execution Costs \$ 12,680.00

Grand Total \$ 16,340.00