

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
Subtotal	\$ 7,575	\$ 3,574	\$ 1,532	\$ 12,680

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)	\$ 2,160.00	\$ 1,089.90	\$ 332.10	\$ 3,582.00
Duplex Printing				
Forms/Envelopes/Inserts				
Postage	\$ 1,980.00	\$ 819.00	\$ 351.00	\$ 3,150.00
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	\$ 67.50	\$ 47.25	\$ 0.01	\$ 114.76
Campaign Execution (D2K)	\$ 775.00	\$ 542.50	\$ 232.50	\$ 1,550.00
Subtotal	\$ 4,983	\$ 2,499	\$ 916	\$ 8,397

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	4,500	3,150	1,350	9,000
Number of Loans Generated	231	81	17	329
Overall Response Rate	2.4%	1.2%	0.6%	1.7%
Net Loan Volume	\$ 219,450	\$ 97,020	\$ 23,389	\$ 339,859
Gross Loan Volume (Est. 125% of net)	\$ 274,313	\$ 121,275	\$ 29,236	\$ 424,823
Acquisition Cost	\$ 54.36	\$ 75.10	\$ 141.25	\$ 64.03

Total Annual Volume

Volume Estimates	Live Check	GTD Offer	Firm Offer	Total
Initial Campaign Net Volume	\$ 219,450	\$ 97,020	\$ 23,389	\$ 339,859
Estimated Annual Renewal Volume	\$ 109,730	\$ 37,308	\$ 8,700	\$ 155,738
Total Annual Volume	\$ 329,180	\$ 134,328	\$ 32,089	\$ 495,597

Initial Set-up Cost \$ 3,660.00

Total Campaign Execution Costs \$ 21,076.76

Grand Total \$ 24,736.76