

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	\$ 1,750.00	\$ 1,312.50	\$ 437.50	\$ 3,500.00
Print Production (SourceLink)	\$ 4,800.00	\$ 1,845.00	\$ 615.00	\$ 7,260.00
Duplex Printing				
Forms/Envelopes/Inserts				
Postage	\$ 4,400.00	\$ 1,950.00	\$ 650.00	\$ 7,000.00
National Change of Address (NCOA)	\$ 350.00	\$ 262.50	\$ 87.50	\$ 700.00
Office of Foreign Assets Control (OFAC)	\$ 400.00	\$ -	\$ -	\$ -
MultiTrac Mail Tracking & Return Mail	\$ 150.00	\$ 112.50	\$ 37.50	\$ 300.00
Campaign Execution (D2K)	\$ 1,450.00	\$ 1,087.50	\$ 362.50	\$ 2,900.00
Subtotal	\$ 13,300	\$ 6,570	\$ 2,190	\$ 22,060

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)	\$ 4,320.00	\$ 2,335.50	\$ 553.50	\$ 7,209.00
Duplex Printing				
Forms/Envelopes/Inserts				
Postage	\$ 3,960.00	\$ 1,755.00	\$ 585.00	\$ 6,300.00
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	\$ 135.00	\$ 101.25	\$ 0.01	\$ 236.26
Campaign Execution (D2K)	\$ 775.00	\$ 581.25	\$ 193.75	\$ 1,550.00
Subtotal	\$ 9,190	\$ 4,773	\$ 1,332	\$ 15,295

Campaign Summary Report - Estimated Volume

Campaign Results	Live Check	GTD Offer	Firm Offer	Total
Quantity Mailed	10,000	7,500	2,500	20,000
Quantity Re-mailed	9,000	6,750	2,250	18,000
Number of Loans Generated	462	173	29	664
Overall Response Rate	2.4%	1.2%	0.6%	1.7%
Net Loan Volume	\$ 438,900	\$ 207,900	\$ 38,981	\$ 685,781
Gross Loan Volume (Est. 125% of net)	\$ 548,625	\$ 259,875	\$ 48,727	\$ 857,227
Acquisition Cost	\$ 48.68	\$ 65.47	\$ 121.98	\$ 56.25

Total Annual Volume

Volume Estimates	Live Check	GTD Offer	Firm Offer	Total
Initial Campaign Net Volume	\$ 438,900	\$ 207,900	\$ 38,981	\$ 685,781
Estimated Annual Renewal Volume	\$ 219,460	\$ 79,946	\$ 14,500	\$ 313,906
Total Annual Volume	\$ 658,360	\$ 287,846	\$ 53,481	\$ 999,687

Initial Set-up Cost \$ 3,660.00

Total Campaign Execution Costs \$ 37,355.26

Grand Total \$ 41,015.26