

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	\$ 2,625.00	\$ 1,706.25	\$ 918.75	\$ 5,250.00
Print Production (SourceLink)	\$ 7,200.00	\$ 2,398.50	\$ 1,291.50	\$ 10,890.00
Duplex Printing				
Forms/Envelopes/Inserts				
Postage	\$ 6,600.00	\$ 2,535.00	\$ 1,365.00	\$ 10,500.00
National Change of Address (NCOA)	\$ 525.00	\$ 341.25	\$ 183.75	\$ 1,050.00
Office of Foreign Assets Control (OFAC)	\$ 400.00	\$ -	\$ -	\$ -
MultiTrac Mail Tracking & Return Mail	\$ 225.00	\$ 146.25	\$ 78.75	\$ 450.00
Campaign Execution (D2K)	\$ 1,450.00	\$ 942.50	\$ 507.50	\$ 2,900.00
Subtotal	\$ 19,025	\$ 8,070	\$ 4,345	\$ 31,440

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)	\$ 6,480.00	\$ 3,036.15	\$ 1,162.35	\$ 10,678.50
Duplex Printing				
Forms/Envelopes/Inserts				
Postage	\$ 5,940.00	\$ 2,281.50	\$ 1,228.50	\$ 9,450.00
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	\$ 202.50	\$ 131.63	\$ 0.01	\$ 334.13
Campaign Execution (D2K)	\$ 775.00	\$ 503.75	\$ 271.25	\$ 1,550.00
Subtotal	\$ 13,398	\$ 5,953	\$ 2,662	\$ 22,013

Campaign Summary Report - Estimated Volume

Campaign Results	Live Check	GTD Offer	Firm Offer	Total
Quantity Mailed	15,000	9,750	5,250	30,000
Quantity Re-mailed	13,500	8,775	4,725	27,000
Number of Loans Generated	693	225	61	979
Overall Response Rate	2.4%	1.2%	0.6%	1.7%
Net Loan Volume	\$ 658,350	\$ 270,270	\$ 81,861	\$ 1,010,481
Gross Loan Volume (Est. 125% of net)	\$ 822,938	\$ 337,838	\$ 102,326	\$ 1,263,101
Acquisition Cost	\$ 46.79	\$ 62.26	\$ 115.56	\$ 54.61

Total Annual Volume

Volume Estimates	Live Check	GTD Offer	Firm Offer	Total
Initial Campaign Net Volume	\$ 658,350	\$ 270,270	\$ 81,861	\$ 1,010,481
Estimated Annual Renewal Volume	\$ 329,189	\$ 103,930	\$ 30,450	\$ 463,569
Total Annual Volume	\$ 987,539	\$ 374,200	\$ 112,311	\$ 1,474,050

Initial Set-up Cost \$ 3,660.00

Total Campaign Execution Costs \$ 53,452.63

Grand Total \$ 57,112.63