



# Reverse Mortgage Lead Generation Program Information

## How much would you like to make?

How about a \$10,000 to \$55,000 RETURN on your marketing dollars?

Successful Sample Scenarios  
Plug in your numbers...

LEAD GENERATION			
Post Card 4/c Shell	#1	#2	#3
# of pieces mailed	10,000	10,000	10,000
% of response*	0.5%	1.0%	.25%
Total phone calls	50	100	25
Total closed loans (20%)	10	20	5
Total Average Revenue @\$3,000 per closed loan	\$30,000	\$60,000	\$15,000
<b>Investment Breakdown</b>			
RME Total Cost (.48)	\$4,800	\$4,800	\$4,800
Data Cost included - standard data of age, income and homeowner	\$0	\$0	\$0
<b>Return on Investment</b>	<b>\$25,200</b>	<b>\$55,200</b>	<b>\$10,200</b>

If you do **12** mailings per year,  
using example #3 - Post Card 4/c Shell  
you could **net \$122,400**

NOTE: This chart is only a sample of a backend analysis for reverse mortgage brokers who use direct mail to increase their business. These are estimates only and will vary due to different types of commissions and investment structures. Also, you must consider the life-time value of a client, including referrals. \*Response rates based on average of a recommended 5 to 7 mailings. Copyright 2007 – RME/SEMINAR SUCCESS (reproduction of this chart is prohibited)

**Get started this month!!!**  
**(800) 795-2773**