

Reverse Mortgage Seminar Program Information

How much commission would you like to make at your seminars?

How about a 203 % to 547% RETURN on your marketing dollars?

95% of our clients fall into these three seminar scenarios. Which do you fit into?

3 Successful Sample Seminar Scenarios

Plug in your numbers...

NATIONAL AVERAGE

	Example 1	Example 2	Example 3
Number of invitations mailed (Full View)	6,000	6,000	6,000
Percent Response	2%	3%	1%
Total Attendees	120	180	60
Approximate Buying Units	72	108	36
Total Appointments	24	36	12
Total New Clients	12	18	6
Average Commission per client	\$3,000	\$3,000	\$3,000
Total Commission	\$36,000	\$54,000	\$18,000

Marketing Investment

Mailing & RSVP Cost (.79)	4740	4740	4740
Meals @ \$20 each	2400	3600	1200
Your Seminar Cost	7140	8340	5940
Cost Per Lead	\$60	\$46	\$99

Your Additional Commissions Per Seminar

Your Net Profit from 1 Mailing	\$28,860	\$45,660	\$12,060
Your ROI%	404%	547%	203%

Make a marketing investment in your business, regardless of what service or product you sell ...

You can average a 203% to 547% or more return on your Advertising Dollars

Get started this month!!!

(800) 795-2773

Note: This chart is only a sample of a backend analysis for financial advisors who use seminars to increase their business. These are estimates and will vary due to the different types of portfolios and investment structures. Also, you must consider the lifetime value of a client, including referrals. *Based on averages. Copyright 2007 – RME/SEMINAR SUCCESS (reproduction of this chart is prohibited)