

Reverse Mortgage Seminar Program Information

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

How about a 200% to a 543% RETURN on your marketing dollars?

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

Successful Sample 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 Loans	12	18	6
Average Commission per Loan	\$3,000	\$3,000	\$3,000
Total Commission	\$36,000	\$54,000	\$18,000

Marketing Investment

Mailing & RSVP Cost (.80)	\$4,800	\$4,800	\$4,800
Meals @ \$20 each	\$2,400	\$3,600	\$1,200
Your Seminar Cost	\$7,200	\$8,400	\$6,000
Cost Per Lead	\$60	\$47	\$100

Your Additional Commissions Per Seminar

Your Net Profit from 1 Mailing	\$28,800	\$45,600	\$12,000
Your ROI%	400%	543%	200%

Make a marketing investment in your business, regardless of what service or product you sell...
You can average a 200% to a 543% 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 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)