



**Fat Wallet Leads** is RME's newest and most effective "Do It Yourself" lead generation program. The last 80 Fat Wallet campaigns have generated a combined response rate (inbound calls and reply mail) on average between 1% and 3%.

With Fat Wallet Leads, we mail your prospects one of our seven (7) lead generation subjects and all the responses and incoming calls go directly to you. No middle man, no scanning of lead cards or fancy web-based reporting — it's clean, simple, easy and it works! We even provide you with the premium for each lead generation subject. We send you a PDF of a full-color brochure that corresponds with the lead generation subject. Every time you receive a lead or a call from a prospect from your mailing, you simply print off the brochure and you're ready to go!

- Your choice of a #10 "Brown Kraft" window envelope (Pre-printed with messages that convey sense of urgency and importance) or a plain #10 white window envelope.
- 3½" x 8½" lead generation piece.
- #8 Business Reply Envelope.



## Conducting a Fat Wallet Leads campaign is easy! Simply follow these 5 easy steps:

**Step 1:** Select one of the seven (7) lead generation subject mailers:

- Investing
- Long-term Care
- 2 Reverse Mortgage Options
- Financial Planning
- Retirement Planning/Annuity
- Tax Awareness/Reduction

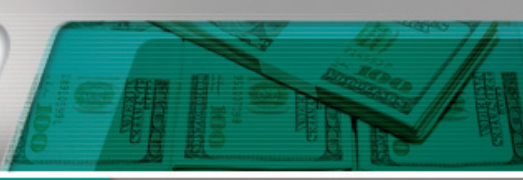
**Step 2:** Select your list criteria. (5,000 piece minimum)

**Step 3:** Confirm your premium. (You can replace the default brochure with a premium of your own.)

**Step 4:** Provide us with a phone number. (Your office phone, answering service or for an additional fee RME can take your inbound calls.)

**Step 5:** Provide RME with your Business Reply Mail Permit Information. (Visit your local Post Office to purchase your permit or visit [www.usps.gov](http://www.usps.gov) for more information on Business Reply Mail.)

You should start receiving calls within 2 weeks and reply mail within 3 weeks.



SENV-FWW-1

WHITE ENVELOPE



SENV-FWBK-1

MANILA ENVELOPE



FW001

TAX AWARENESS/REDUCTION



FW002

LONG-TERM CARE



FW003

RETIREMENT PLANNING/ ANNUITY



FW004

FINANCIAL PLANNING



FW005

INVESTING



FW006

REVERSE MORTGAGE 1



FW007

REVERSE MORTGAGE 2

