

LEAD RESPONDERS

RME'S EFFECTIVE DO-IT-YOURSELF LEAD GENERATION PROGRAM

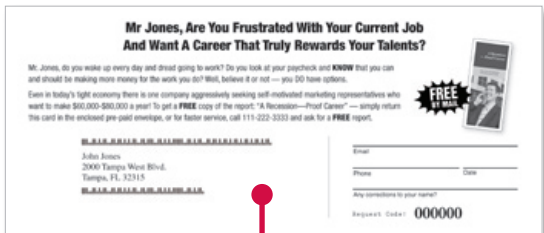


Fat Wallet Leads is RME's newest and most effective "do it yourself" lead generation program. The last 80 Fat Wallet campaigns have generated a combined response rate (inbound calls and reply mail) between 1% and 3% on average.

With Fat Wallet Leads, we mail your prospects one of our seven 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!

Adding this program to your lead generation activities will further enhance your ability to reach ALL the prospects in your neighborhood.

SEVERAL SUBJECTS TO CHOOSE FROM



- Your choice of a #10 "Brown Kraft" window envelope (pre-printed with messages that convey a 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 lead generation subject mailers.

STEP 2: Select your list criteria.

STEP 3: Confirm your premium.

STEP 4: Provide us with a phone number.

STEP 5: Provide RME with your Business Reply Mail Permit Information.

You should start receiving leads:

- **Calls within 1 week**
- **Mail within 1 week**

