

New Broker Mail Campaign Results

This campaign ran from December 1999 through February 2000, and the results were tracked through April 30, 2000. 76 loan submittals worth over \$8 million were received during the campaign. 31 loans worth \$2.9 million were funded through the end of April, 2000. Of the submittals, 25 still had a chance to fund as they were received after March 1, 2000.

| Mail Drop | Pkg A | Pkg B | Pkg C | Pkg D | Pkg D details | Totals |
|---------------------------|-----------|------------|-------------|------------|----------------|-------------|
| Mailers dropped | 11,133 | 11,133 | 11,133 | 11,133 | | 44,531 |
| Mail Drop 01 | 50 | 66 | 36 | 39 | (A mail drop) | 191 |
| Mail Drop 02 | 25 | 45 | 24 | 65 | (B mail drop) | 159 |
| Mail Drop 03 | 18 | 35 | 26 | 23 | (C mail drop) | 102 |
| Total responses | 93 | 146 | 86 | 127 | | 452 |
| Brokers contacted | 3337 | 3334 | 3425 | 3388 | | 13484 |
| Response Rate | 2.8% | 4.4% | 2.5% | 3.7% | | 3.4% |
| Submittals | 30 | 28 | 14 | 9 | (7 = B, 2 = C) | 81 |
| Submittal vs. Responses | 32.3% | 19.2% | 16.3% | 7.1% | | 17.9% |
| Fundings | 8 | 8 | 9 | 6 | (4 = B, 2 = C) | 31 |
| Fundings vs. Submittals | 26.7% | 28.6% | 64.3% | 66.7% | | 38.3% |
| Total \$ per package | \$415,550 | \$872,475 | \$1,191,344 | \$465,400 | | \$2,944,769 |
| Approx. campaign expenses | | | | | | \$42,304 |

I used the same inbound tracking system on our magazine ads as on the mail pieces, with the responses below. The ads were full page, 2 color ads in Mortgage Originator and Origination News that were run in January and February 2000. Of the responses, we received 4 submittals and funded 2 loans for a total of \$253,000. (For some reason, a small number of magazine responses were credited to a mail package.)

| Magazine Responses | Pkg A | Pkg B | Pkg C | Pkg D | Mag responses | Total responses |
|-----------------------------|----------|----------|----------|----------|---------------|-----------------|
| No title specified | | 1 | 1 | 1 | 28 | 31 |
| Mort. Origination | | | | | 10 | 10 |
| Orig. News | | | | | 1 | 1 |
| Total Print media responses | 0 | 1 | 1 | 1 | 39 | 42 |

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