



Thank you for the inquiring about MortgageDM, the mortgage direct mail arm of Strategic Direct Marketing, Inc. We appreciate your interest! Here is the “who / what / when / where / why” about our company.

MortgageDM is a full-service direct mail marketing agency based in Nashville, Tennessee. We serve more than 300 mortgage companies in all 50 states, from single-person offices to companies with 50 or more loan officers.

MortgageDM offers you a full-service, A-to-Z marketing service to promote your loan products. We help mortgage companies generate results through:

- ***FREE Strategic marketing plans***
- ***FREE market analysis and prospect counts by mortgage products***
- ***FREE letter writing and design***
- ***FREE response analysis (requires use of our toll-free tracking service)***

Our primary business at MortgageDM is to create, print and mail marketing letters for mortgage companies. These are typically business letters sent in either single or double-window envelopes, postcards, snap-packs or tri-fold mailers.

Our ‘claim to fame’ and our #1 product is our 42¢ direct mail letter, including:

- Envelope – single window white or brown kraft or double window white, or closed face white
- Custom teaser printing on outer envelope is 2¢ extra
- Live stamp on outer envelope is 2¢ extra
- Letter – simplex-printed letter on choice of white or pastel stock.
- Unlimited data merge fields from your supplied or purchased mailing list, (window envelope required).
- Standard Class postage INCLUDED.
- Full-color printing on one side only 10¢ extra
- Duplex letter printing only 5¢ extra
- Low minimum just 250 units (500 units required for First Class upgrade at an additional 10¢ per unit)

STRATEGIC DIRECT MARKETING, INC. DBA MORTGAGEDM.COM
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To help our clients reach their marketing goals the easiest, fastest way, we also offer pre-configured, pre-tested marketing programs for specific mortgage product categories such as:

- Subprime
- Conforming
- FHA / VA
- Interest-Only
- Reverse Mortgage
- Pre-Approved

We can typically get your marketing letters out within 3 to 5 business days of final sign-off and payment. For fastest payment, we accept all major credit cards, check-by-fax, or PayPal. You can also mail or overnight us a check.

MortgageDM is centrally located in Nashville, Tennessee. We are within a 500-mile radius to 60% of the U.S. population, so we enjoy very quick delivery from the U.S. Postal Service.

We offer exceptional value, service and performance in mortgage marketing direct mail.

MortgageDM also offers a wide range of mailing and telemarketing lists. These are NOT included in our base 42¢ direct mail programs. Choose from:

- 2.5¢ Occupant Lists
- 5¢ Consumer Lists
- 8¢ Courthouse Mortgage Lists
- 10¢ Courthouse Lists with Phones
- 8.5¢ Variable Rate Mortgage Lists with Exact Interest Rate
- Pre-Approved Credit Bureau Lists – Quote
- Bankruptcy & Tax Lien Lists – Quote
- Business Lists – Quote

MortgageDM can print any size, style, color or format of mailing program. We offer:

- Full color newsletter printing
- Custom-designed letters and flyers
- Brochure fulfillment, cards, premium mailers, etc.

MortgageDM also offers a custom inbound toll-free service that allows us to track 100% of the response to your letters. This value-added service uses custom inbound toll-free numbers that we print in your letters. All calls are routed to your local numbers, and can be rerouted as needed, in seconds. The service captures:

- Caller Name
- Caller Phone Number
- Caller City & State
- Date, Time and Length of Call

Our toll-free call tracking service helps you monitor 100% of the phone activity that is generated by your marketing letters. For multiple agents, we can set up multiple phone lines. We can even automatically rotate the calls between agents.

The cost for our toll-free service is \$2.00 set-up fee per number, and \$2.00 monthly service fee per number. All calls are billed at 6.9¢ per minute. When you use this service, MortgageDM will provide complete campaign analysis reports, showing you exactly how your marketing letters are performing. This service is ideal for split-testing, so you can ‘tweak’ your offers to see what is working best in your market.

For more information on MortgageDM.com or any of our services, please call Erik Burnett at 1-800-843-8861, ext. 14, or visit our web site at www.MortgageDM.com.