



Worksheet

Effective 1/1/09

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Yellow boxes MUST be initialed indicating understanding and agreement to terms.

1

ADDRESSES

Mailing List Quantity:

- Actual Names Generic Headings Both
- Single List Multiple Lists List names/heading of each: _____

Indicate preferred processing method:

- Alternative Address Format Add 'Or Current Resident' or similar heading
- Address Verification Endorsement Add 'Return Service Requested' (.42 cent fee applies for each return)
- NCOA List Verification* List compared to National Change of Address database for accuracy (.10 per address)

*NCOA options understood including cost involved. Minimum list size is 200 addresses except for R&R Program which minimum is 100 addresses. KBS will NOT supply list information to any other person or party other than Customer paying for mailing program.

2

MAILINGS

Indicate number of mailings for 12 month program term:

- 24 (semi-monthly) 8 (every 6 weeks)
- 18 (every 3 weeks) 6 (bi-monthly)
- 12 (monthly) 4 (quarterly)

Indicate mailing services:

- Address and Mail
- Address and Ship*
- Print only and Ship*

If mailing yourself:

- No permit needed
- My permit: _____

*Additional charges of 5.0 cents per mailer apply for shipping. KBS is in NO way responsible for postal delivery times. Postage fees are NOT included in the program cost. Mailings will NOT be processed without payment of postage fees.

3

MESSAGES

Indicate choice of message/s for your mailings:

I prefer to Choose messages on a per mailing basis

- Catalog We print on a per-mailing basis, so selections may be revised at any time. Pre-select message choices in advance.
- Relationship & Referral Messages exclusive to ONLY Friends of Floyd. A 20% discount applies.
- Custom Design* \$50 ea Messages are created from 'scratch' according to your instruction/ideas.
- Printed with Photo/s* \$20 ea Includes any photos of property, events, locations, people, etc. Additional photo adjustment fees may also apply.
- Multiple per Mailing* \$30 ea Applies when a different message is sent to selected groups from your mailing list, within the same mailing.
- Modified Catalog* \$20 ea When you don't quite like what is offered in our message catalog, we will modify the message to your specifications.
- Just Listed/Sold* \$25 ea We don't have template designs, each message is created upon request. Additional photo adjustment fees may also apply.

*Additional charges apply. These optional services can be utilized at any time during your program for the additional per mailing fee indicated. If preselected at the time of order, the cost will be included in the annual pricing. A proof will be provided for review for any typeset message, and will not be printed until approval is received.

4

POSTCARDS

Indicate preferences for layout and information to be featured on the personalized (address) side of PostCard.

A typesetting proof of layout will be provided for review and an approval is required for all printed materials prior to any production.

Any specific color/s to be included in the design: _____ If either side of the PostCard is printed in black & white, deduct .03 cents times the annual quantity.

Title/Designations: _____ Awards Earned: _____

Disclaimers: (i.e. Equal Housing, MLS, Realtor, etc) _____ The "If your property is presently listed with another broker..." phrase is included automatically.

Slogan/Catch Phrase: _____

Personal Brand Promise: _____

Hook Phrase/Offer: _____

Preference for Content, Layout and/or Theme: _____

Personal Information/Self Introduction: (one-liners/short paragraph) _____