

- Complete** — Includes list, printing, mail handling and all postage. You should start receiving Annuity responses in about 3 weeks and Wealth Transfer in about 2 weeks.
- Response** — Leads are delivered electronically via **"Lead Link"**® each day as received. If lead cards are mailed back, add 1¢ per mailer (\$15 min).*
- Protected Areas** — Prospects will not be re-mailed for two months to give you time to work your leads.
- Personalized Brochures** — A PDF image of the gift brochure personalized with your contact information is created. Your brochure is then emailed to you in the PDF format (a fixed document file).
- Customized** — Mailers may be personalized with your name, company name or contact information as well as compliance wording at no additional charge.

2010 IMPORTANT UPDATE

If you are between the ages of 50 and 85, the federal government provides funeral expense benefits that many people living today are not aware that they qualify for. However, these benefits are thousands of dollars below the expense of today's funerals, estimated by the National Funeral Director's Association to be between \$7,000 and \$10,000.

*****YOUR FAMILY IS RESPONSIBLE FOR ANY UNPAID BALANCE*****

Thousands of Americans nationwide are applying for the **New Funeral Expense Program** which will pay up to \$10,000 for these expenses. It is important for you to register for the benefits available to you. To receive your free information on the program, please return this postage-paid card within 5 days.

John Prospect
123 Main Street
Anytown, US 12345

Signature _____
 Birthdate _____ Spouse: _____
 *Phone: _____

NEEDED TO INSURE DELIVERY

PLEASE VERIFY THE ADDRESS FOR THIS MAILER BY GOVERNMENT AGENCIES

**Final Expense
1 1/2% Average
Response**

**Wealth
Transfer Mails
First Class**

NO POSTAGE NECESSARY IF MAILED

2010 IMPORTANT INHERITANCE TAX INFORMATION

John Prospect
123 Main Street
Anytown, US 12345

2010 TAX FREE INHERITANCE INFORMATION

You may qualify to offset federal tax on inheritance transfers. Guaranteed benefits can transfer assets to the next generation and offset 100% of your income tax by depositing existing assets.

CDs, annuities, and equities do not generally pass tax free or reduce the cost of probate.

To receive the "2010 Guide to Tax Free Inheritance" on how to transfer assets to your heirs or your charity 100% federal income tax free, please return the attached postage paid reply card today.

2010 Guide To Tax Free Inheritance

PLEASE VERIFY THE ADDRESS FOR THIS INFORMATION REQUEST. THIS INFORMATION IS NOT AFFILIATED WITH OR ENDORSED BY GOVERNMENT AGENCIES. YOU MAY BE CONTACTED BY AN INSURANCE LICENSED REPRESENTATIVE.

Brochure is personalized with your contact information

Card/Envelope	1,000	3,000	5,000
Regular Rate	47¢	45¢	43¢
Coordinated Concepts Discount Rate	45¢	43¢	41¢

Double Postcard	1,000	2,000	3,000
Regular Rate	51¢	45¢	43¢
Coordinated Concepts Discount Rate	49¢	43¢	41¢

Please select Demographics:

*Recommended:
 Age: 60-80
 Income: \$50k+
 Dwelling: SFDU

*Age Range: _____ + or
 Age _____ to _____

*Estimated Income Range:
 (Note: Income is not guaranteed)
 \$40K+ \$50K+
 Other _____

*Dwelling Type: Single Family Dwelling Only Omit PO Boxes

Zipcodes (in order of preference):

1.	3.	5.
2.	4.	6.

Order Info:

Final Expense Wealth Transfer

Quantity: _____ x Rate: _____ = \$ _____

Original Leads Mailed via USPS Qty: _____ x 1¢ (\$15 min) = \$ _____

Leads sent via **"Lead Link"**® = \$ _____ - No Charge -

"Lead Link"® = No Charge
 Mail Lead Cards = 1¢ extra (\$15 min)

Texas Residents add 8 1/4% Tax = \$ _____

Total = \$ _____

Check # _____ enclosed for \$ _____ or

Paying by: VISA MasterCard American Express

Credit Card # _____ - _____ - _____

Name on Credit Card: _____

Address where Credit Card Statement is sent: _____

Exp Date _____ - _____ Security Code on back of Card _____

Contact & Compliance Info:

Name: _____

Company: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone #: (____) _____

Cell #: (____) _____

E-Mail: _____

Texas, Arkansas and Florida require Agent's Name. The states of Washington and California require Agent's Name and License # .

Please note Agent Name & License number to be printed on Mailer:

Agent Name: _____

License #: _____