

ARM

LEAD & SEMINAR
MAILINGS

POST CARD

Take it from me...

If you want to
strike it rich,
STOP PROSPECTING
and start selling!!



800-992-2722 www.ARMLEADS.COM

Precision

Senior Marketing, L.L.C.

ARM

FACT SHEET

From beginning to end, we handle everything for you so that you just have to think about selling!

We've worked hard to develop a system from start to finish that is not only easy to use, but straightforward and effective. In addition, we pride ourselves in our friendly customer service. Our experience and knowledge ensure that we can meet every customer's lead generation expectations - large or small. Here is our ordering process step-by-step:

1. PICK THE PROGRAM, PICK THE PIECE

We have a wide array of programs available to you. From Annuities to Mortgage Protection to Long-Term Care to Final Expense to Reverse Mortgages, we have the program for the group that you want to target. After choosing the program, select the specific piece that best suits you. All of our standard pieces are tried and true and have proven to be successful mailers.

2. DEMOGRAPHICS AND QUANTITY

Demographics are very important to determine who you want your mailings to reach. There are numerous choices, and the data we compile is accurate and fresh. Next, you need to decide a desired amount of leads you'd like returned to you. From there, we help you determine exactly how many pieces you should mail to reach that goal.

3. MAILING CAMPAIGN STARTS

After you've decided on the piece and your demographics, we mail your desired piece with the counts you've approved, then you sit back and receive leads.

4. PRE-QUALIFIED LEADS SENT TO YOU

Approximately three weeks after the mailing campaign starts, leads are returned to us via our National Processing Center. If you have chosen to use our MyLeads Digital Lead Service, we upload digital images of your leads to your personal MyLeads site. If you have not chosen this service, we mail your leads to you via first class mail unless you provide us with your account information for UPS, FedEx or DHL.

PRODUCTS

ArmLeads | Direct-mail Lead Generation
ArmSeminars | Direct-mail Seminar Promotion
ArmLists | Target Mailing & Data Lists

SERVICES

MyLeads | Digital Leads Delivered Daily
Zip-Code Locking | Your Zip Codes are Protected for 60 Days

Lead Programs available in the following categories:

- Annuities
- Life Settlement
- Mortgage Protection
- Custom Products
- Living Trust
- Reverse Mortgage
- Estate Planning
- Long-Term Care
- Recruiting
- Final Expenses
- Medicare Supplement

ORDERING

When you are ready to place your order, our customer service representatives are available to assist you. Our customer service representatives will discuss all programs and pricing options with you.

- Call us toll free at 1-800-992-2722
- Fill out and fax the form on the back of this booklet to: 972-420-1900

RECOMMENDED PROGRAMS

INFORMATION UPDATE: TAX INCREASE ON SOCIAL SECURITY INCOME

The Federal Government has *increased* the taxable amount of your Social Security Benefits. This is due to a provision in the tax code that allows the IRS to *increase* the tax on your benefits **from 50%** up to a total of **85%**. This could significantly impact you!

There is a plan that will allow you to legally eliminate the tax on your Social Security income. The Federal Government will not notify you of your eligibility and as a taxpayer, you have a right to know.

For **FREE** hard facts and straight answers on how to *stop paying tax on Social Security income*, return this postage paid card today.

YOU ARE UNDER NO COST OR OBLIGATION!

Signature _____

Your Age _____ Spouse's Age _____

County _____

Phone (_____) _____

Not affiliated with Social Security or any government agency.

AN4G57F

LEARN HOW TO STOP PAYING TAX ON SOCIAL SECURITY INCOME!

IMPORTANT: PROJECTED MEDICARE CHANGES

PROPOSED CUTS TO EXISTING GOVERNMENT PROGRAMS INCLUDE A SIGNIFICANT REDUCTION IN THE FEDERAL MEDICARE PROGRAM, RESULTING IN AN INCREASE IN PREMIUMS AND FEES THAT YOU MUST PAY... AND A DECREASE IN SOME BENEFITS.

THIS NEW CUTBACK IN THE FEDERAL MEDICARE PROGRAM MEANS THAT YOU WILL BECOME RESPONSIBLE FOR AN EVEN GREATER PORTION OF YOUR HEALTH CARE EXPENSES... EXPENSES THAT WERE PREVIOUSLY PAID BY MEDICARE.

FOR MORE INFORMATION ABOUT THESE CHANGES AND HOW THEY WILL PERSONALLY AFFECT YOU AND YOUR PRESENT HEALTH CARE COVERAGE, SIMPLY COMPLETE AND RETURN THIS POSTAGE PAID CARD TODAY. THERE WILL BE NO COST OR OBLIGATION FOR THIS INFORMATION.

X _____
SIGNATURE

AGE _____ SPOUSE

(_____) _____
AREA PHONE

Sample *****9 T1 P1
*****ECRLOT **C-004
Mr. John Doe
7101 Chase Oaks Blvd
Plano, TX 75025-5908



Medicare Popout (MD2G99F)

Annuity Card (AN4G57F)

IMPORTANT ELDER LAW UPDATE

CONGRESS HAS PASSED LEGISLATION THAT STANDARDIZES ENTITLEMENT PROVISIONS FOR PERSONS 60 AND OVER. THESE LAWS PROVIDE THE FOLLOWING BENEFITS:

- SENIORS MAY APPLY TO COMPLETELY AVOID ALL PROBATE AND ESTATE TAXES.
- EXEMPT ASSETS FROM COLLECTION BY GOVERNMENT OR NURSING HOME IF ILL. (WITH NO NEED FOR NURSING HOME INSURANCE!)
- EARN DOUBLE OR TRIPLE INTEREST OF CD'S WITH NO RISK TO PRINCIPAL.
- REDUCE OR AVOID ALL INCOME TAXES ON INVESTMENTS AND SOCIAL SECURITY.
- PROTECTION FROM LOSSES DUE TO MARKET VOLATILITY ON YOUR PRINCIPAL AND INTEREST

AS A U.S. CITIZEN AGE 60 AND OVER, YOU MAY NOW LEARN HOW TO QUALIFY WITHOUT ANY COST UNDER FEDERAL AND STATE LAW.

YOUR IMMEDIATE RESPONSE IS REQUIRED.

Not affiliated with any government agency.

IMPORTANT UPDATE



PRSR1 STD
U.S. POSTAGE
PAID
PERMIT NO. 872



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

OPEN IMMEDIATELY - DO NOT DELAY
To Open This Side - Slide Finger Under Edge

Estate Planning Trifold (EP1.6G11F)



ORDER FORM

Customer Information

Please enter all of your information for your order.

Company Name: _____ Full Name: _____

Phone #: _____ Email Address: _____

Address

Address _____

City: _____ State: _____ Zip: _____

Shipping Information

Preferred Shipping Method (check one): Digital Leads - No hardcopies Hardcopies through First-Class Mail
 Special Shipping Digital Leads & hardcopies (Add \$25 per 1000)

Digital Leads

Our Digital Leads service posts your leads on our website for you to view through a secure login. Call us to have a login setup for you.

Recipient Name: _____ Email Address: _____

Order Information

Program Type (check one):

Annuity Card (AN4G57F) Estate Planning Trifold(EP1.6G11F) Medicare Popout (MD2G99F)

Demographics:

Age: _____ Sample: 65+ Income: _____ Sample: 30,000+

Selects: Homeowner (\$5 extra per thousand) Phones (\$25 extra per thousand)

Quantity: _____ Total # of pieces to mail - minimum 1000

Do you want a full mailing list with your order? (Add \$25 per thousand - circle one) Yes No

If Yes, how do you want your mailing list? via Email List on CD Mailed Printed Manuscript mailed

Area

State: _____ List Type (check one): Zip Code County SCF

Please list your Zip Codes, Counties, or SCF's in the order of priority.

I need to add a disclaimer that will meet the local requirements. (Currently we have standard disclaimers for CA & TX)

Pricing

Quantity of Mailing	Regular Price	Precision Senior Marketing Preferred Pricing
1,000 - 1,999	\$ 460 / Thousand	\$ 425 / Thousand
2,000 - 4,999	\$ 435 / Thousand	\$ 405 / Thousand
5,000 - 9,999	\$ 415 / Thousand	\$ 390 / Thousand
10,000 - 24,999	\$ 400 / Thousand	\$ 380 / Thousand
25,000 - 49,999	\$ 390 / Thousand	\$ 375 / Thousand
50,000 - 74,999	\$ 385 / Thousand	Call for Details

THANK YOU!

Please fax your order to
972-420-1900.