



## 5 YEARS OF SUCCESSFUL SEMINAR MARKETING

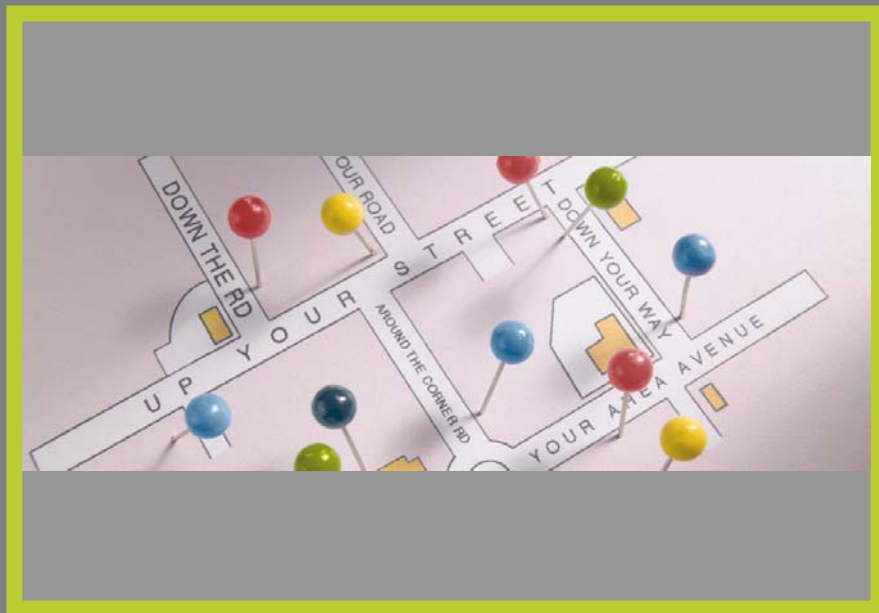
RME360 CLIENT – LOUISVILLE, KY

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## Dual Licensed Producer Focused On Annuities

		2008	2009	2010	2011	2012
A	Total Number of Programs:	74	81	66	50	39
B	Number Cancelled:		22	2	2	0
C	Total Premium (Year):	12,050,000	\$9,693,575	\$12,817,350	\$15,582,000	\$13,484,500
D	Total Premium (Per Program):	\$162,837.84	\$119,674	\$194,202	\$311,640	\$345,756
E	Attendees Scheduled Total:	1852	2294	3147	3088	2323
F	Attendees Scheduled Per Program:	35	28	48	62	60
G	Total Attendees:	1154	1706	2466	2345	1886
H	Attendees Per Program:	25	21	37	47	48
I	Buying Units Total:	1154	1069	1454	1324	1069
J	Buying Units Per Program:	16	13	22	26	27
K	Appointments Booked:	634	584	725	646	544
L	Appointments (Booked Per Program):	9	7	11	13	14
M	Appointments Kept:	363	362	405	366	316
N	Appointments Kept (Per Program):		4	6	7	8
O	Percentage Kept:	57%	62%	56%	57%	58%
P	Cost Per Lead:					
Q	Attended		\$152	\$92	\$86	\$105
R	Booked		\$445	\$314	\$313	\$363
S	Sales		\$2,278	\$1,663	\$1,910	\$1,996
T	Total Response Rate:					
U	Total Mailed:		335,684	227,108	165,399	130,119
V	Response Rate:		0.68%	1.39%	1.87%	1.79%
W	Attendance Rate:		0.51%	1.09%	1.42%	1.45%
X	Sales	134	114	137	106	99
Y	# of Sales per Event:	1.4	1.4	2.1	2.1	2.5
Z	Average Case Size:	\$89,925	\$85,031	\$93,557	\$147,000	\$136,207
AA	Premium:	\$12,050,000	\$9,693,575	\$12,817,350	\$15,582,000	\$13,484,500
BB	ROI:	517.8%	297.2%	449.5%	615.7%	545.7%



## What Does This All Mean?

### Client Average ROI Over Last 5 Years... 485.18%

The report on the previous page is focused solely on the producer's annuity production and does not include assets obtained for his RIA business. The client is averaging between \$10 million to \$13 million in assets for his RIA platform. Total assets captured averages between \$23 million to \$26 million annually.

#### Key Points from Report:

- Client has reduced number of individual events year over year
- Client is averaging over 1,000 buying units annually
- Client is spending almost \$2,000 per sale to generate \$9,534.49 in commissions
- Client's average number of sales per event is 1.9
- Client generated 99 new clients in 2012
- Client's average annuity case size in 2012 was \$136,207.00
- For every dollar spent in 2012 the client is returning \$5.45 from their seminar marketing.

# Response.Marketing.Excellence

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