



www.YellowLetterShop.com

Thank you for your interest in The Yellow Letter Shop!

Below you will find our products and services that we currently offer along with the corresponding prices.

POSTCARDS

We are currently offering high quality 80 lb 4.25" x 5.5" size postcards in either white or yellow. Until the market tells us which colors are more widely used, if you would like different colors other than White or Yellow, we can order a wide range from our provider, but we would require up to 2 weeks for it to be received here prior to production.

| POSTCARD PRICING | | | | |
|------------------|----------|----------|-------------|----------|
| Quantity | 1-499 | 500-9999 | 10000-24999 | 25000 + |
| No Stamp | \$0.1300 | \$0.1300 | \$0.1200 | \$0.1100 |
| FC Postcard | \$0.5000 | \$0.4000 | \$0.3800 | \$0.3600 |

**If your postcard template includes graphic intensive images or excessive ink usage, additional ink usage fees may apply.*

LETTER PRICING

| MAIL TYPE | QUANTITY | PRICE | DESCRIPTION |
|---|------------------|--------------|--|
| Standard Class <i>(we mail for you)</i> | 200 minimum | \$.68/letter | <i>To take advantage of Standard Class discounts, our Mail Tracking Service and receive FREE List Formatting, it is required to have a minimum of 200 USPS verified valid mailing addresses. We mail your letters for you.</i> |
| First Class <i>(we mail for you)</i> | 500 minimum | \$.84/letter | <i>To take advantage of our Mail Tracking Service and receive FREE List Formatting, it is required to have a minimum of 500 USPS verified valid mailing addresses.</i> |
| First Class <i>(we mail for you)</i> | less than 500 | \$.84/letter | <i>Regular First Class postage. No ancillary services included.</i> |
| First Class <i>(shipped to you and you mail yourself)</i> | Any | \$.84/letter | <i>Unfortunately we are unable to offer a discount on letters shipped to customers. This service requires First Class postage. Additional shipping & Handling fees will apply and are based on weight and destination.</i> |

| | | | |
|---|----------------|---------------|--|
| Google Streetview Standard Class <i>(we mail for you)</i> | 200 minimum | \$.88/letter | <i>We dynamically verify the existence of and download the Google Streetview image of your subject property for use in your letter. Your subject address must be accurate and complete for this service to work effectively!</i> <i>Includes all features of Standard Class Letters shown above.</i> |
| Google Streetview First Class <i>(we mail for you)</i> | 500 minimum | \$1.04/letter | <i>We dynamically verify the existence of and download the Google Streetview image of your subject property for use in your letter. Your subject address must be accurate and complete for this service to work effectively!</i> <i>Includes all features of First Class Letters shown above.</i> |
| Print, Fold, & Insert No Postage <i>(shipped to you and you mail yourself)</i> | Any | \$.29/letter | <i>Unfortunately we are unable to offer a discount on letters without postage. Additional shipping & Handling fees will apply and are based on weight and destination.</i> <i>Add an additional \$0.20/letter for Google Streetview</i> |
| Just Print - No Fold or Insert No Postage <i>(shipped to you and you mail yourself)</i> | Any | \$.19/letter | <i>Unfortunately we are unable to offer a discount on letters without postage. Additional shipping & Handling fees will apply and are based on weight and destination.</i> <i>Add an additional \$0.20/letter for Google Streetview</i> |

We also offer the following ancillary services:

[Mail Tracking](#)

Our highly popular Mail Tracking service that will allow you to track each and every letter we send for you piece by piece, will alert you via text or email when they are received at each USPS location for scanning and delivery, and offers numerous charts, geo-mapping, and spreadsheet data downloads as well. The fee for this service is \$25 per mailing.

[List Formatting](#)

When you respond to your order confirmation email with your list, we automatically check for unrecognizable mailing addresses through the USPS database at no charge to you, but we can also format and restructure your mailing list for you to correctly display the recipient name, subject address, and mailing address. This includes proper capitalization of words, and column header corrections. The fee for this service is \$.05 per record.

List Parsing

Address extraction and reformatting, and, if possible, separation of the first, middle and last names from the full name of the recipient (dependent upon original structure of full name - if we cannot extract the first name, we will notify you). The fee for this service is \$.25 per record.

Design Your Own Font

Create your own font derived from your own handwriting and keep the font file for your future orders no matter who you use for your marketing. The fee for this service is a one-time fee of \$50 for font creation and setup.

In addition to the services above, we also can split orders into timed *drip campaigns*. For instance, if you purchase 1000 letters, we can split that order into 250 letters per week and mail them on the weekday of your choice each week (*taking into account production time*). To do so, simply use the "Additional Comments" box on our order form to enter mailing instructions or any other special requests.

If you require any further information or have any questions or concerns, please don't hesitate to contact us anytime.

Remember: To be truly successful in real estate investing, always keep marketing to motivated sellers! Order your next batch of Yellow Letters now by going to www.YellowLetterShop.com/Order

Sincerely,

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