

### **1 Appointment Per Month**

1 appointment per month = 1 house every 5 months (20%)

=5 phone calls per month (20%)

1,000 mail pieces (per month) at ½% response rate = 5 calls per month

1,000 x .34 = **\$340 per month budget**

### **2 Appointments Per Month**

2 appointments per month = 1 house every 2.5 months (20%)

=10 phone calls per month (20%)

2,000 mail pieces (per month) at ½% response rate = 10 calls per month

2,000 x .34 = **\$680 per month budget**

### **3 Appointments Per Month**

3 appointments per month = 2.4 houses per month (20%)

=12 phone calls per month (20%)

2400 mail pieces (per month) at ½% response rate = 12 calls per month

2,400 x .34 = **\$1,156 per month budget**

### **1 Appointment Per Week**

1 appointment per week = 1 house every 5 weeks (20%)

=5 phone calls per week (20%)

1,000 mail pieces (per week) at ½% response rate = 5 calls per week

4,000 mail pieces per month

4,000 x .34 = **\$1,360 per month budget**

## **2 Appointments Per Week**

2 appointment a week = 1.6 houses per month (20%)

=10 phone calls (20%)

2,000 mail pieces (per week) at ½% response rate = 10 calls per week

8,000 mail pieces per month

$8,000 \times .34 = \mathbf{\$2,720}$  per month budget

## **3 Appointments Per Week**

3 appointments a week = 2.4 houses per month (20%)

=15 phone calls per week (20%)

3,000 mail pieces (per week) at ½% response rate = 15 calls per week

12,000 mail pieces per month

$12,000 \times .34 = \mathbf{\$4,080}$  per month budget

## **4 Appointments Per Week**

4 appointments a week = 3.2 houses per month (20%)

=20 phone calls per week (20%)

4,000 mail pieces (per week) at ½% response rate = 20 calls per week

16,000 mail pieces per month

$16,000 \times .34 = \mathbf{\$5,440}$  per month budget

### **5 Appointments per week**

5 appointments a week = 1 house per week (20%)

=25 phone calls per week (20%)

5,000 mail pieces (per week) at ½% response rate = 25 calls per week

20,000 mail pieces per month

20,000 x .34 = **\$6,800 per month budget**

### **10 Appointments per week**

10 appointments a week = 2 houses per week (20%)

=50 phone calls per week (20%)

10,000 mail pieces (per week) at ½% response rate = 50 calls per week

40,000 mail pieces per month

40,000 x .34 = **\$13,600 per month budget**