

# ***REAL-COMP***

## ***Home Quote Procedures and Service Agreement***

The Allstate® Agent Customer, hereafter referred to as the "Customer", is requested to read and understand the service procedures, standards and commitments listed below, prior to signing and submitting an order request for Home Quote letters.

### **Ordering Home Quote and Customer Service:**

- Customers should fax their completed Home Quote Order Form to 800-664-5657 to place an order.
- When a Customer faxes the completed order form to the **REAL-COMP** Production Office, a faxed Zip code report and list detailing the number of Agents currently mailing to those Zip codes will be faxed to the Customer within 2 business days of receipt.
- The Production Office staff will explain the Home Quote program, provide counts available for specified Zip codes, explain the policy of non-exclusivity of Zip code mailings, answer any billing questions, and answer any other question to provide a level of comfort for the ordering Agent. All order processing is accomplished through personnel at this number, and the Production Office staff members are the most knowledgeable with regard to production and billing issues.

### **Confirmation of Customer order:**

No later than the end of the 2<sup>nd</sup> business day\* after an order is received via fax, **REAL-COMP** will fax a confirmation order form to the Customer with the following information:

- Confirmation that the order was received from the Customer.
- Confirmation on the number of letters to be mailed, and also the number of mailing dates (drops) requested by the Customer for the order.
- The total price per letter. The billing amount could be reduced slightly when the order goes into production if the lead totals mailed are less than the initial counts used to place the order. Customers are only charged for the number of letters mailed. Due to scrubbing requirements, etc., counts are subject to change between ordering and fulfillment.
- The Customer's name and address information that will be used on the mailing.

**Customer must fax back a signed order confirmation and payment form.** Time is of the essence. The order form signed by the Customer, and the payment form must be faxed back to the sales staff to begin the timed sequence of the mailing process. The Customer has the responsibility of verifying the accuracy of all information on the order form. Customer agency information, address, phone numbers, and fax numbers will be printed on the Home Quote letters EXACTLY as signed off on the order form. Payment information must be received prior to order processing. Credit cards will not be charged until the order is sent to the fulfillment house for postal drop.

**Non-Exclusivity of Mailing into a Zip Code:** In order to allow all Customers an equal opportunity to use the Home Quote mailing tool, there is **NO EXCLUSIVITY** offered with regard to duplicate mailings made on behalf of multiple agents into the same Zip Code during the same X-Date opportunity period. **Upon request and prior to placing an order, REAL-COMP sales personnel will disclose to any Customer the number of other Customers, if any, who are concurrently mailing into the same Zip codes of interest for that Customer.** As independent contractors, each individual Customer is offered the opportunity to use the Home Quote tool as they deem reasonable for their business marketing requirements.

### **Mailing of Letters/eProspect Follow-Up Report /Seed Letters:**

- All full-service orders for Home Quote letter mailing will be completed and taken to the Post Office within 10 business days from the date the confirmation and payment information is faxed back. The letters will be mailed standard rate unless a postage surcharge is authorized by the Customer in advance of mailing.
- An electronic eProspect Follow-Up Report for each full service order will be completed and emailed to the Customer on the date the order is dropped at the Post Office. The eProspect Follow-Up Report is an Adobe™ PDF document that is searchable and printable at the Customer's option. **REAL-COMP** will print and mail eProspect Follow-Up Reports on an "as requested" basis only, and will require an additional fee of \$25.00 each to cover the cost of production, paper, handling, and mailing expense.

- A “seed letter” addressed to the Customer will be generated and taken to the Post Office at the same time the prospect letters are dropped. The “seed letter” is addressed back to the Customer, and is mailed for *each drop* a Customer has ordered. The “seed letter” provides proof to the Customer that the order has been mailed. The seed letter will show no quote information, but will note “Mail Confirmation”.

### **Scrubbing of Existing Policy Holders and Do Not Mail List:**

The master list of public record prospects is scrubbed against the company policy file (updated monthly) and the Do Not Mail file (updated weekly) prior to generating counts available by Zip code for the Customer. Scrubbing is a dynamic process, and is updated by new files when received.

**REAL-COMP** scrubs the address supplied by the company against the address as listed as “official” by the United States Post Office. While the scrubbing process is very good, there will be 2-3% of Do Not Mail/Policyholders who are not matched and scrubbed because of address incongruities between the two files. To handle any immediate requests to have mailings discontinued, **REAL-COMP** has established a priority notification process where any Customer can log into our web site using the following URL: [www.real-comp.com/donot](http://www.real-comp.com/donot) and enter the prospect information to be immediately **REAL-COMP** scrubbed. Any prospect information entered into the **REAL-COMP** scrubbed database by a Customer must also be submitted to Allstate by the Customer to ensure the prospect is added to the Allstate Do Not Mail database.

If several Customers are mailing into the same Zip codes on different drop dates, it is possible that the prospect will receive further mailings for a short period of time until all previous orders are fulfilled. At that time, all future mailings should cease. Emergency cases of handling cantankerous prospects can be expedited by calling: 512-459-8300 or 800-580-8300 with a request for emergency scrub assistance.

### **Phone Numbers and Data Integrity: Phone numbers provided are not scrubbed! It is the Customer’s responsibility to scrub the phone numbers before each use in accordance with Allstate company policy.**

- Because of the scarcity of phone numbers, the number of leads available with phone numbers will vary widely depending upon data available. **REAL-COMP does not charge for phone numbers. Although the prospect leads are scrubbed against the company Do Not Mail list, they are NOT SCRUBBED against any state or federal DO NOT CALL LIST.** It is the Customer’s responsibility to scrub the phone numbers in accordance with company policy using the .csv file provided.
- The data used in the Home Quote will be held to a minimum 70% level of “data integrity”. Data integrity is defined in two areas: (1) Mailing address information will be accurate for at least 70% of the mailing. (2) Public record information will be accurate for at least 70% of the mailing. Regional Marketing provides the algorithm and specifications used to generate the property rates. **REAL-COMP** agrees to make periodic modifications to the quoter software with information provided by Allstate to insure accuracy of the quotes generated. Feedback is always welcome ([feedback@real-comp.com](mailto:feedback@real-comp.com)).

### **Complaint Procedure and Resolution:**

- If the Customer believes **REAL-COMP** has failed to perform to the above service level, the Customer must document the specific service complaint and fax the complaint to (512) 483-6969, Attn: “Home Quote”, or email the complaint to [homequote@real-comp.com](mailto:homequote@real-comp.com). **REAL-COMP** will have 2 business days to respond in writing directly to the Customer, with a copy of the complaint and response going to Allstate Marketing. Based on the complaint, **REAL-COMP** has the option of: a) replacing defective leads and re-mailing at **REAL-COMP** expense, b) issuing partial or full credit to the Customer’s account to compensate for unresolved complaints. **REAL-COMP** pledges itself to provide the finest service and product possible, and will work proactively to satisfy all Customer complaints as fully as possible. Reports of actions may be forwarded to Allstate Marketing for information and review.

### **Cancellation Policy:**

- An Agent may request **REAL-COMP** to cancel a Home Quote order at any time in writing, however; if the order has already been pulled, batched, merged, and Postal Statements have been generated on the batch, and/or the batch has been sent to fulfillment for folding, stuffing, franking and mail drop, then it will not be possible to cancel that particular batch order, but we will honor cancellation of all subsequent orders until resumed by the Agent.

\*Business days and hours are Monday through Friday, 9AM-5PM Central Time, except **REAL-COMP** holidays.