



FOCUS 1



**Jim Olson,
Vice President of
Operations**

At Focus1, Inc., we are focused on lowering the cost of delivered mail. What does that statement mean to you? It should mean everything! As one of the premier print and mail companies in our industry, we believe it is our responsibility to focus on helping our clients increase collections while reducing their overhead. It is the goal to equip our customers with the best data to ensure that they are operating at maximum efficiency. This is more than just the prevailing benchmark cost of a standard 8 ½"x 11" black and white letter sent out to a debtor.

Our customers enjoy the benefits of lowered cost on the letters that are delivered to the debtor by utilizing our data services. Return mail is wasteful and unnecessary because it results in a *donation* to the post office. The old model of print and mail included a great deal of guess work and forced collection agencies to send the letter and hope for the best. That was then and this is now! We can accurately inform our collection agencies on the decision to mail or not to mail a letter before we even print it. This is accomplished through our proprietary system that double CASS certifies your file and analyzes possible matches in our database, increasing our results compared to our competition.

One of the greatest benefits to a collection agency is to remove excuses as to why a debtor can not pay them. How many times have you heard the debtor's first line of defense, "I never received your letter." Our collection agency clients now utilize our POM service to overcome that first hurdle. POM stands for real time Proof of Mailing. That means that as you have the debtor on the phone you will have the ability to have a copy of the actual letter that was printed and mailed to them on your screen with all of the mailing verification. With the click of a button you can re-order that specific letter and the debtor would have it in their hands in 72 hours. But most importantly, you will have the confidence of *knowing* that the letter was delivered since 30 days have transpired and the letter was not returned.

BREAKING NEWS:

Focus1 has just purchased Hatteras Printing, Inc. in a move that increases the capacity for Focus1 to produce inserting, sorting, and printing of all forms and colored forms.

We take our responsibility very seriously and our clients know that we are more than just a print and mail company. We are focused on lowering the cost of delivered mail. We are focused on helping our clients collect more money. We are focused on you.