

## American Financial Management, Inc. (AFM) Free Demand Letter Series Program

American Financial Management, Inc. (“AFM”) offers a Free Demand Letter Series Program (“Free Demand”) on commercial accounts that exceed \$300.00. AFM can send your delinquent customers *final* demand letters, covering a period of 10, 20, or 30-days, at absolutely no charge to you.

AFM’s Free Demand allows you to separate your customers that are truly customers from your past customers that are debtors and belong in collections. If you already know a past customer is a debtor, then AFM’s Attorney Intervention Collection Program will provide you with the most leverage and highest collection probability. From our experience, files involving a customer dispute, severe financial distress, or an opposing attorney are best served by immediate placement into AFM’s Attorney Intervention Collection Program.

### How it works:

- Choose a time frame: 10-Day, 20-Day, or 30-Days.
- Every 10-days, on AFM Letterhead, AFM will send a demand letter to your customer that directs all communications and payments to your office. Therefore, AFM will send your customer 3 demand letters if you choose a 30-Day Free Demand period, 2 letters if you choose a 20-Day period and 1 letter if you choose a 10-Day period. The language within each demand letter becomes more stringent as the Free Demand time period progresses.
- If payment is made to you during the Free Demand period **and** you notify AFM, in writing, of the payment received, then there is no charge whatsoever for the monies collected. It is absolutely free.
- However, if you do not receive payment during the selected Free Demand time period or if you receive payment during the selected Free Demand time period and omit to notify AFM before the expiration of the selected Free Demand period, then the account’s remaining balance automatically transfers into AFM’s Attorney Intervention Collection Program (aka: Immediate Collection), in which AFM’s contingency fee rates, in accordance with AFM’s Published Rate Schedule, apply from day one.

### Advantages:

- **Third Party Intervention** – The *final* demand letters are sent on AFM letterhead, which gives your customers the impression that AFM is already involved.
- **Flexibility** – You choose the Free Demand program length. You can choose 10, 20, or 30 days and a *final* Demand letter is sent every 10-days.
- **No Cost** – There is absolutely no fee for any payments reported to AFM during Free Demand.
- **Proven Results** – Approximately 20% of all dollars placed in Free Demand are collected at no cost. Some Clients resolve as many as 50% of all dollars placed in Free Demand at no cost.
- **Retaining Customers** – AFM’s Free Demand provides your valued customer with the opportunity to remain a customer. If the customer does not submit payment during the selected Free Demand period, the customer is really a *past* customer, or a debtor, and belong in collections.

### Reporting Payments:

- Please report payments by **email** to [freedemand@afm-usa.com](mailto:freedemand@afm-usa.com) or by **fax** at **(847) 259-7014**.
- If payment is made to you during the Free Demand period **and** you notify AFM, in writing, of the payment received **before** the expiration of the selected Free Demand period, then you do not owe any fees to AFM for the monies collected.
- Please note that if you notify AFM of a payment received **after** the expiration of the selected Free Demand period, even if payment arose before or within 2 days after the expiration of the selected Free Demand period, AFM’s fee is 10% of the monies secured. Please review AFM’s Published Rate Schedule and [AFM's Terms and Conditions](#) and immediately call or email your AFM sales contact, or AFM’s client services department, with any questions.

**American Financial Management, Inc. (AFM) Free Demand Claim Placement Form**

Date: \_\_\_\_\_

1. Your Company Name: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Your Name:  Mr.  Mrs.  Ms. \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ AFM Sales Rep: \_\_\_\_\_

Have you utilized AFM in the past?  Yes  No Authorized Credit Bureaus reporting?  Yes  No

2. Debtor/Obligor Name (must be a business): \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mobile/Other Phone: \_\_\_\_\_ Email: \_\_\_\_\_

3. Balance (must exceed \$300.00): \_\_\_\_\_ Account Number: \_\_\_\_\_

Date of Oldest Open Invoice: \_\_\_\_\_ Date of Last Payment: \_\_\_\_\_

- Do you have a signed Agreement with the Debtor/Obligor that includes a provision for:
  - Collection costs, attorney's fees and/or court costs?  Yes  No
  - Finance fees/interest?  Yes  No
- If you answered Yes to either of the two questions above, does the Balance written above include accrued finance fees, collection costs or attorney's fees?  Yes  No

4. The following backup documentation to accompany this form:  Statement of Account  Invoices  
 Agreement(s)  Correspondence  NSF Check(s)  Debtor/Obligor Payment Information

5. Please check all boxes that describe your experience with the Debtor/Obligor:  Ignores Demands  
 Broken Promises  Dispute  Alleged Financial Difficulties  NSF Checks  Out of Business

Please describe additional, important claim information that will help AFM's collection efforts:

6. Free Demand Letter Series Program Period:  10-Day  20-Day  30-Day

Please confirm that you authorize AFM to proceed with **AFM's Free Demand Letter Series Program** on the claim described above in accordance with AFM's Published Rate Schedule and [AFM's Terms and Conditions](#).

Signature: \_\_\_\_\_