



GULF COAST

COLLECTION BUREAU

INC.



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AMERICAN COLLECTOR'S
ASSOCIATION, INC.



GULF COAST ADVANTAGES

- ▲ **NO COLLECTION — NO FEE**
- ▲ **OVER TWO DECADES OF EXPERIENCE**
- ▲ **THE “PRIDE FACTOR”**
- ▲ **STATEMENT & STATUS REPORTS**
- ▲ **CREDIT REPORTING BUREAUS**
- ▲ **DATA BASES FOR ADVANCED SKIP TRACING METHODS**
- ▲ **CERTIFIED COLLECTION PROFESSIONALS**
- ▲ **FLORIDA COLLECTORS ASSOCIATION**
- ▲ **BILINGUAL COLLECTION DEPARTMENT**
- ▲ **HIGH RETURNS**
- ▲ **PLACEMENT OPTIONS**
- ▲ **INSURANCE & BONDING SECURITY**
- ▲ **ON-LINE ACCESS**
- ▲ **ACCOUNT LITIGATION OPTION**
- ▲ **ADDITIONAL SERVICES: SOUTHEASTERN HEALTHCARE SERVICES**
- ▲ **DEDICATED TO CUSTOMER SERVICE**

Gulf Coast would very much like the opportunity to work with you on your receivable needs. Given the chance, we feel that we can perform for you at a high level, of which we will all be mutually proud.

Thank you very much for your time and consideration!



OVERVIEW OF GULF COAST

▲ No COLLECTION — No FEE

No fees unless we collect.

▲ OVER TWO DECADES OF EXPERIENCE

Bureau was established in 1978.

▲ THE “PRIDE FACTOR”

We take personal pride in performance.

▲ STATEMENTS & STATUS REPORTS

We pay our clients within one week of month end. Status reports are available by paper or e-mail.

▲ CREDIT REPORTING BUREAUS

All accounts above \$50 are reported to Equifax, Experian and TransUnion Credit Reporting Bureaus at no charge to you.

▲ DATA BASES FOR ADVANCED SKIP TRACING METHODS

All accounts are sent to NCOA (National Change of Address) data bases, U.S. mail standardization systems for correct zip coding, and Acolloid for skip tracing and



current telephone information. Accounts are additionally forwarded to Banko to search for any bankruptcy or deaths for additional probate searches. These procedures are done electronically before our mail house sends the first letter so that from the time of data entry, the account is updated. These support services offer quick and accurate responses for more than 120 million households.

▲ **CERTIFIED COLLECTION PROFESSIONALS**

Our agency is quite active in the ACA (American Collectors Association) and FCA (Florida Collectors Association). All of our collectors are ACA certified which means that they have been trained according to the Fair Debt Collection Practices Act and in proper, professional telephone-collection techniques.

▲ **FLORIDA COLLECTORS ASSOCIATION**

Our Chief Executive Officer is a current officer of the Florida Collectors Association and has been on the board for several years.

▲ **BILINGUAL COLLECTION DEPARTMENT**

To better service our clients' needs, we offer a Bilingual Collection Department specializing in speaking, reading and writing English and Spanish.

▲ **HIGH RETURNS**

It is a fact that large, national collection agencies operate on the basis of moving more and more volume through their operations to build growth. The return on



these operations is much smaller per customer, but many clients are attracted by their size. It is our intention to cement long-lasting relationships by yielding high returns. This does require more expense and effort, but it is our goal to save the cost of continually losing clients and requiring the need to market new ones. Most of our clients come via referrals.

▲ **PLACEMENT OPTIONS**

Gulf Coast tries to accommodate our clients with a wide range of placement options. Accounts may be placed through any of the following methods:

- Photocopied Records
- Computer Generated Reports
- Accounts on Diskette
- Accounts on Magnetic Tape
- Downloadable ASCII Format

▲ **INSURANCE & BONDING SECURITY**

Gulf Coast is fully insured and bonded to provide our clients with total security.

- Fidelity Bonding
- Workers' Compensation
- General Liability
- Errors and Omission
- Surety Bonding



▲ **ON-LINE ACCESS**

As a client of Gulf Coast, you will be issued, upon request, a User ID and Password. This enables you to review your accounts at any time from our website. We utilize a secured server so you will only be able to review your accounts and have the security of knowing that no other client can. Our website address is www.gulfcoastcollection.com .

▲ **ACCOUNT LITIGATION OPTION**

Gulf Coast reviews all accounts that over \$1,000 for possible legal action after our regular collection process has not proven successful. Credit reports are pulled to determine our chances of collecting should we sue. (*We will not sue without prior, written permission from our client.*) Our attorney will send a demand letter to those who clear this first hurdle. After this action, we again assess the account and forward them, via our sales staff, for your approval. This is the strongest collection method but the one that yields the smallest percentage of our overall recovery. We find that most people do intend to pay their bills and just need to be worked with for successful resolution.

▲ **ADDITIONAL SERVICES: SOUTHEASTERN HEALTHCARE SERVICES**

Southeastern Healthcare Solutions was acquired to enhance our service to medical providers. It has allowed us to provide additional services that have complimented our agency. This operation is located in our building but occupies a separated set of office suites with its own management and telephone system.



- Early-Out Programs
- Contract Account Management
- Insurance Account Follow-Up
- Medicaid Eligibility Programs
- Account Clean-Up Projects
- Clean Up Projects

Please keep in mind that we also customize projects. So if these projects do not meet your exact need, please contact us. We pride ourselves on being open-minded enough to listen to new ideas, and flexible enough to make them happen.

We would appreciate the opportunity to talk with you further with regard to how we might work for you.

▲ **DEDICATED TO CUSTOMER SERVICE**

Gulf Coast takes pride in learning our individual client's needs and requirements thus allowing us to tailor our collection program to their personal needs. We take the time to build solid relationships. We accomplish this, not only through strong performance, but also through customer service. We provide each of our clients with ample reports to keep them informed as to the status of their accounts. We provide monthly status reports, percentage analysis reports and invoice statements. We also provide timely acknowledgment reports as well as cancel reports. Each of these reports are illustrated later in this book.



While any report can be helpful, the key to our customer service is our personal interaction with our clients. Each client is assigned an inside- and outside-service representative. If a client has a problem with a particular account, the inside representative will be happy to assist. The outside representative can answer questions about the progress of your accounts as a whole. Many times these questions are answered at the client's office because, even though it is rare today, we still believe in face-to-face meetings with our clients.

It is the extra steps we take that help us maintain our customer/client relationships. At Gulf Coast we are very proud of our clients and we strive to keep them.

**GIVE US THE CHANCE TO COLLECT YOUR PAST DUE ACCOUNTS
AND WE WILL MAKE YOU HAPPY WITH THE RESULTS!**



PRICING OUR SERVICES

Gulf Coast prides itself on being very competitive, yet fair when quoting prices to prospects. We charge only a percentage of what we collect. If we do not collect, there is never a charge to our client.

To be able to give you the best rate possible, we must have key information concerning your accounts. How much and how often you place accounts weigh heavily on what your rates will be. Also, the average size and the average age of the accounts at the time of placement, play big parts in the calculation of rates.

Many companies will quote you a rate without knowing this criteria. They are simply guessing and more times than not, they are guessing without knowing all the facts. This may hurt the client. If an agency guesses at your rate and prices too high, they are making too much money for the work they are doing. If however, the agency quotes you too low of a rate, they will not generate the cash flow needed to work your accounts fully. They will have to cut back on the amount of work they do to be able to afford the low rate they quoted. As they cut back on their work on your accounts, you will see a decrease in the amount of money they collect for you.

The common misconception is that the lower the rate, the better. This simply is just not true. Take a few minutes with a Gulf Coast representative and let them show you how we can calculate the correct rate which will give you the best possible return.



MISSION STATEMENT

▲ **INTEGRITY**

We believe **INTEGRITY** is the cornerstone of all our business relationships; therefore, we will expect all of our employees to be honest and forthright with our clients, vendors and all others whom they may contact in the name of the business.

▲ **MANAGEMENT**

We believe **MANAGEMENT** is the art of leading people to accomplish stated objectives; therefore, leadership qualities and demonstrated ability to accomplish objectives will be the primary criteria by which we select and evaluate managers.

▲ **PLANNING**

We believe **PLANNING** is the art of preparing for change; therefore, we all use planning as a management tool to keep us prepared for those changes that must come.

▲ **CLIENTS**

We believe that nothing happens until you satisfy **CLIENTS**; therefore, we will place the satisfaction of our clients above every other business consideration.



▲ **EMPLOYEES**

We believe well trained, highly motivated **EMPLOYEES** are the most important means of serving our clients; therefore, we will select, train and reward employees who place client satisfaction first.

▲ **PROFITABILITY**

Our ability to properly service our clients depend on long-term **PROFITABILITY**; therefore, we will manage our business to create a responsible return on shareholder equity.

▲ **GROWTH**

We believe **GROWTH** is a logical consequence for a well-managed company; therefore, we will evaluate management on the profitable, orderly, controlled growth the company sustains.

▲ **COMMUNITY**

We believe a profitable, growing business should, from its abundance, invest in the **COMMUNITY** that sustains it; therefore, we will individually and corporately invest in selected philanthropic activities in our community.



COLLECTION PROCEDURES

- 1)** The debtor account is entered into our system and is checked with past and existing records for matches. Most likely, some of the debtors will have current or previous collection debts with us from other clients. This procedure enables us to speed up the collection process by using existing information. Then, this file is electronically sent to Acolloid for address and telephone updating and Banko for possible bankruptcies or deaths. Hours later, that file goes to our mail service, Dantom, who generates our collection letters.

- 2)** The first demand letter is mailed requesting immediate payment in full. Our collectors then begin contacting the debtor for payment. Calls are continued until payment is made. Debtors without a good current address or phone number go to the skip tracing department. We work the accounts from 8:00 am to 9:00 pm week days, and 8:00 am to 2:00 pm on Saturdays. This is done to insure proper debtor contact.

- 3)** There is a series of letters that can be subsequently mailed and tailored to each situation. In our letters and calls, we stress that unless we receive payment in full within thirty days of placement, the account will be reported to national credit reporting agencies. We report to Equifax, Experian and TransUnion Credit Reporting Bureaus. Collection accounts remain on credit files for seven years.



Reporting to credit bureaus can be withheld if the creditor so designates. When necessary, we will accept a payment plan. Payment plans are reviewed by management to assure the accounts are paid on a timely basis.



- 4)** If our efforts do not bring about a satisfactory repayment plan, the account is reviewed by management for possible legal action. We retain attorneys who are paid by Gulf Coast. They are used to supplement our collection efforts. A new demand for payment is made by them. If we still have not effected payment, we will review the collectibility of the account and possibly recommend legal action. *We will not sue without prior, written permission from our client.*

- 5)** If after all our efforts, we still have not received payment, the account will be put in our “watch file.” These accounts are checked against new accounts as they are placed, or otherwise periodically reviewed. Their credit files have been flagged so if a debtor would apply for credit, they would most likely have to pay off any existing balance before any new credit would be granted.



SAMPLE LETTER

At Gulf Coast our first letter to the debtors demands payment. Following is an example of such letter. It complies with all standard collection terms.

Address City, State, ZIP ADDRESS SERVICE REQUESTED	 GULF COAST COLLECTION BUREAU INC.								
Date 0000000-Sample3 3 3 Name Address City, State, Zip	Gulf Coast Collections Bureau, Inc. 5630 Marquesas Circle Sarasota, FL 34233 Account #0000000 Amount: \$ 000.00								
Detach Upper Portion and Return with Payment ***Please Call (000) 000-0000***									
RE: Client Name Account #000000 Service Date: 0/00/00 Amount Due: \$ 000.00									
<p>This notice will serve to inform you that your delinquent account has been referred to Gulf Coast Collection Bureau, Inc. Our client requests payment. The law prohibits Gulf Coast from collecting any amount other than the obligation stated. Unless you notify us to the contrary, we will assume the amount due is correct. You do have 30 days to resolve or dispute this debt before it would be reported to the credit bureaus.</p> <p style="text-align: center;">IMPORTANT CONSUMER NOTICE</p> <p>Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days from receiving this notice, this office will: obtain verification of the debt or obtain a copy of a judgment and mail you a copy of such judgment or verification. If you request this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current creditor.</p> <p>This is an attempt to collect a debt, and any information obtained will be used for that purpose.</p>									
									
<p>If you wish to pay by Visa, MasterCard or American Express, fill in the information below and return the entire letter to us.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> Visa/MasterCard/American Express (Circle One) Account # _____ </td> <td style="width: 50%;"> Expiration Date _____ </td> </tr> <tr> <td colspan="2"> Amount of Payment \$ _____ </td> </tr> <tr> <td colspan="2"> Cardholder Name _____ </td> </tr> <tr> <td colspan="2"> Your Signature _____ </td> </tr> </table>		Visa/MasterCard/American Express (Circle One) Account # _____	Expiration Date _____	Amount of Payment \$ _____		Cardholder Name _____		Your Signature _____	
Visa/MasterCard/American Express (Circle One) Account # _____	Expiration Date _____								
Amount of Payment \$ _____									
Cardholder Name _____									
Your Signature _____									
<small>OnGulfCoastSample3:</small>									



MONTH-END STATEMENT

Gulf Coast remits to each of our clients on a monthly basis. Unlike many agencies that hold on to your money as long as possible, we remit to each client at the beginning of each month for the prior month's collections.

GULF COAST COLLECTION BUREAU, INC.

Sarasota
Florida 34233

(941) 927-6999
(888) 839-6999

5630 Marquesas Circle

STATEMENT

Month of February 2005

Client # 1022

WEST CENTRAL FLORIDA MEDICAL CENTER
9323 MAIN STREET
FT MYERS, FL 33931

YOUR ACCOUNT	DEBTOR	TURN DATE	PAID US	PAID YOU	COMM	NET DUE	CURR BAL	REMARKS
2431	JONES, MEGAN	10/03/04		65.00	32.50	-32.58	0.00	PIF
3293	SMITH, ROBERT	09/03/04	18.00		9.00	9.00	0.00	PIF
5421	CLARK, STEVE	08/03/04		25.00	12.50	-12.50	211.00	ACTIVE
1467	PERKINS, CAROL	12/11/04	<u>52.00</u>	<u>00.00</u>	<u>17.33</u>	<u>34.67</u>	0.00	PIF
TOTALS			70.00	90.00	71.33	-1.41		



DEBTOR STATUS REPORT

The sample report below is the Debtor Status Report. This report is generated monthly, upon request, and lists all accounts which the client has placed with our firm. Each column contains information such as the account number, debtor number, debtor name, date placed, original balance placed, current balance, amount collected to date and a brief status statement. This is available either by mail, fax or e-mail.

GULF COAST COLLECTION BUREAU, INC.

Sarasota (941) 927-6999 5630 Marquesas Circle
Florida 34233 (888) 839-6999

DEBTOR STATUS REPORT

March 1, 2005
Client # 1022

ST. JOHN HOSPITAL
132 HARBOR STREET
FT MYERS, FL 33931

ATTN: MRS. CLARK

YOUR ACCOUNT NO	DEBTOR NUMBER	DEBTOR NAME	TURN DATE DATE	ORIGINAL BALANCE	CURRENT BALANCE	COLLECTED TO DATE	REMARKS
2431	339810	JONES, MEGAN	02/03/04	609.00	609.00	0.00	NEW
3293	332190	SMITH, ROBERT	02/03/04	610.00	610.00	0.00	NEW
5421	349881	CLARK, STEVE	02/03/04	1644.97	0.00	1644.97	PIF
1467	478920	PERKINS, CAROL	02/11/04	79.00	79.00	0.00	SKIP



DETAILED CLIENT ANALYSIS

On a monthly basis, each Gulf Coast client will receive a Detailed Client Analysis Report upon request. This report is a strong management tool. It shows comparisons of new business, collections and accounts returned for specific periods.

GULF COAST COLLECTION BUREAU, INC.

Sarasota
Florida 34233

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5630 Marquesas Circle

DETAILED CLIENT ANALYSIS

March 1, 2005
Client # 1022

EMERGENCY ROOM PHYSICIAN
P. O. BOX 1000
BRADENTON, FL 34222

PERIOD	-- NEW BUSINESS --			----- COLLECTIONS-----					-----RETURNS-----			
	\$	#	AVE	\$	#	AVE	PIF	COMM	\$	#	AVE	LIQ%
Aug 2004	0.00	0	0.00	0.00	0	0.00	0	0.00	0.00	0	0.00	0.00%
July 2004	15574.80	160	97.34	398.90	7	56.99	5	119.67	112.30	2	565.15	2.56%
June 2004	17242.14	139	124.04	1633.79	21	77.80	9	490.15	150.00	1	150.00	9.48%



ON-LINE ACCESS

As an optional service, a client of Gulf Coast may review their accounts on line at any time. They will be assigned a User ID and Password.

GULF COAST COLLECTION BUREAU, INC.

Sarasota
Florida 34233

(941) 927-6999
(888) 839-6999

5630 Marquesas Circle

ON-LINE ACCESS

DATE	TIME	AC/RC	TRANSACTION COMMENTS	ID
03/01/05	09:36	CS / 10		CAM
03/02/05	08:10	SN / A		CAM
03/05/05	13:20	TR / NA		JAM
03/07/05	19:25	TR / NA		JAM
03/09/05	08:42	TR / GS	WILL CALL INS	JAM
03/15/05	13:51	TR / GS	HAS NOT TALKED TO INS YET	JAM
03/22/05	08:05	TR / GS	INS WILL NOT PAY / WILL PAY IN 3 PAYMENTS STARTING NEXT WEEK	JAM
04/05/05	09:15	TR / LR		DLR
04/11/05	18:06	TR / LM		JAM
04/18/05	14:12	TR / NA		JAM
04/25/05	10:13	DT / GS	PUT PAYMENT ON MASTERCARD	JAM



WHAT WE NEED FROM YOU

▲ **VALIDATION OF DEBT**

A copy of the ledger card, computer printout, invoice or move out statement is usually sufficient. Supply a copy of a signed contract, personal guarantee or a judgment if you have one. This should show the following:

- **WHO OWES THE DEBT.** Be sure this is not a minor or other responsible party.
- **PATIENT.** Needed if a medical account.
- **WHERE TO LOCATE.** Show address and phone number.
- **HOW MUCH IS DUE.** Show accumulated interest if any.
- **WHEN THE DEBT OCCURRED.** Date of service or purchase.
- **WHAT THE DEBT IS FOR.** Be specific.

▲ **BACKGROUND INFORMATION ON DEBTOR**

Home phone, social security number, place of employment, and telephone number are all helpful when trying to locate your debtors. Sources include: *credit applications and patient information sheets.*

▲ **KEEP US INFORMED**

We need to be informed of any contact you may have with the debtor after the account has been turned over for collection. *Check the reports we send you to verify the accuracy of data.*



▲ **REPORT ALL PAYMENTS IMMEDIATELY**

Report payments you receive immediately so that we can adjust our efforts accordingly. This is critical since all accounts have been reported to national credit bureaus.

▲ **PATIENCE & COOPERATION**

Your patience and cooperation are needed to help us collect your past-due accounts. It may take some time to locate and collect some of your accounts; however, we will keep you informed of their status. **REMEMBER: THE SOONER YOU TURN ACCOUNTS OVER, AND THE MORE INFORMATION YOU PROVIDE, THE BETTER YOUR RECOVERY RATE WILL BE.**

▲ **CONTACT US**

Feel free to call us if you have any questions. You may reach us at:

5630 Marquesas Circle ■ Sarasota, FL 34233

Phone: (941) 927-6999 ■ Toll Free Phone: (888) 839-6999

Local Fax: 926-8872 ■ Toll Free Fax: (888) 924-8872

Website: www.gulfcoastcollection.com