

# Building Customer Loyalty...

...one of the best tools we have found for creating customers for life...



## American Acceptance Mortgage Inc.

[www.americanacceptancemortgage.com](http://www.americanacceptancemortgage.com)

**CORPORATE**  
7010 McCutcheon Road  
Chattanooga, TN 37421-1747  
(423) 899-6898  
Fax (423) 899-6547

**BRANCH**  
5000 Alpha Lane, Suite B  
Hixson, TN 37343-4054  
(423) 870-2285  
Fax (423) 874-0273

Michele Rapisarda  
Mid-Atlantic Marketing Adviser  
Continuity Programs, Inc.

Dear Michele,

We at American Acceptance Mortgage, Inc. have been using the Continuity Programs, Inc. (CPI) programs ever since 1999. Our relationship is so solid I'm not sure what we'd do without them!

The Building Customer Loyalty program is exactly what it portrays – it has helped us to build customer loyalty with our clients over the past 6 years.

The CPI programs are one of the best tools we have found for creating customers for Life. CPI provide a very professional program that keeps our name in front of our clients on a very timely 5 year schedule and best of all they track all of the program leads and results. For the most part the program is "hands free" for our Loan Officers and allows us to do what we do best – help people with their mortgage needs.

This year our return on responses to the program is fantastic! Out of the 70 clients we have placed on the program we have received 54 program responses, 3 referrals, 18 people interested in purchasing or selling property, 16 people would like another one of our services (debt consolidation, HELOC's) and 17 are interest in refinancing – and we're only through the first half of the year!

CPI truly offers a very valuable service. If you are currently without a customer relationship management plan this is definitely the company to contact.

Thanks CPI for all you do!

Sincerely,

Patricia A. Carter  
President  
American Acceptance Mortgage, Inc.

PAC/pc

**The "Home" Team**