

Building Customer Loyalty...

...Report of Mailing is especially useful when a client indicates they are back in the market for a refinance...

Ann Arbor
Mortgage Company, LLC

Steve Epps
Continuity Programs, Inc.
P.O. Box 8003
Walled Lake, MI 48390

Dear Steve,

I just wanted to touch base with you regarding the Building Customer Loyalty Follow-Up program that you set up for our office last year. We have had a very good response with the program and it has generated leads, referrals and more repeat business. I find the leads that come back from the program mailings a great item to discuss at our sales meetings.

We are very impressed with the Report of Mailing System that you manage for us via e-mail. It is very convenient to have these informative reports e-mailed to my attention, which I in turn e-mail to my Loan Officers and associates. The ROMS are especially useful when a client indicates they are getting back in the market for a refinance, or other need like real estate purchases. We share office space with a real estate company and it is a useful tool to approach our realtor associates with these powerful leads.

Please feel free to use this letter as a testimonial. We have been very happy with the program thus far. Keep up the good work!

Sincerely,



Bill Holmes
President

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