

Building Customer Loyalty...

...informs me when my customer is getting ready to get back in the market or if they have a referral for me...



a **D-R-HORTON** company DHI NYSE
America's Builder

Kathy Millar
Continuity Programs, Inc.
P.O. Box 8003
Walled Lake, MI 48390

Dear Kathy:

I wanted to write and tell you what I think about the Building Customer Loyalty Program. I had heard about your program three years ago and was interested but then decided to try and do the marketing to my customers myself with the help of an assistant. I realize the extreme value of marketing to my past customers to build that loyalty. I am motivated and organized; however, I never realized the time, energy and money that went into implementing a program of my own!

I made a decision to sign up for your Building Customer Loyalty 5 year program and enroll my borrower each time I close their loan about 6 months ago. From that point I don't have to worry about the marketing...CPI takes care of it all!

I am especially excited about your **OPPORTUNITY TRACKER**. Continuity Programs, Inc. informs me when my customer is getting ready to get back in the market or if they have a referral for me. It is amazing that you can keep track of this information even if my customer does not want to do a transaction for another 2 years!

Thank you for making it so easy for me, I am recommending your program to other Loan Officers.

Sincerely,

Danita Young
Loan Consultant

