

Building Customer Loyalty...

...the premier customer follow-up program in the industry...

Mortgage Guaranty Insurance Corporation

Jack Long
Residential Marketing Program Manager

To Whom It May Concern:

As a marketing manager for MGIC, I have had numerous opportunities to review and evaluate different customer follow-up and retention programs. The majority of these programs shared many of the same basic features but only Continuity Programs Inc. showed the depth of thought and attention to customer satisfaction demanded by MGIC in its programs.

Dave Epps and his company have shown a real commitment to helping MGIC develop and deliver the premier customer follow-up program in the industry. It has been this commitment and dedication to helping MGIC better serve our customers that separates CPI from its competition.

Jack Long