

# **Building Customer Loyalty...**

**...I get my existing customers back, I get referrals and I  
get the refinancing business...**



WE MAKE IT POSSIBLE

**Kathy Casadonte  
Mid-South Marketing Advisor  
Continuity Programs, Inc**

**Dear Kathy,**

**I just wanted to take a moment and thank you for keeping my name in front of my customers through the "BCL" program.**

**This program helps me stay in touch with my customers through the various personal mailings that are sent out. Since I have been participating in the program for over 5 years now, I have found that I get my existing customers back, I get referrals and I get the refinancing business. I could not ask for anything better than this!**

**Thank you,  
Janet Skenes  
Midland Mortgage Corp.**

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