

# Building Customer Loyalty...

...this is outstanding...



Bob Potter  
Continuity Programs, Inc.  
4375 Pineview  
Walled Lake, MI 48390

Dear Bob,

It was a pleasure meeting you at the Trade Show - it is nice to put a face to a voice on the phone! Congratulations on your new position with CPI. I look forward to working with you on future projects! I wanted to take this opportunity to tell you how excited we are to be working with Continuity Programs in our post-closing marketing.

The feedback that we have gotten from our clients has been outstanding! I was mistaken with my quote of how many clients we had signed up when I spoke to you at the Convention. (I didn't have my binder with me!) We have been consistently signing up our clients as part of our post-closing auditing procedures, and this has been in effect since March of 2001. We currently have 109 clients on the mailing list, and we consistently receive our progress reports and surveys. Of the 109 clients, we have received 10 referrals/repeat clients, based on the surveys and referral cards received. This is outstanding!!

In addition, the feedback that we are receiving from our clients regarding the loan officers and the whole mortgage transaction is invaluable. We are getting a clear picture of just what our clients think of us and our service. This will assist us in adjusting our procedures to better serve our clients, and to boost the morale of the loan officers.

I can't say enough about the efficiency of the CPI staff, as they are courteous, timely, and precise. I have received letters from the processors at CPI when we give incomplete information, or if mailing addresses are incorrect, and they are very helpful in modifying the mailing list in any way.

It is a pleasure working with Continuity Programs, Inc. and we hope to continue this outstanding partnership! If there is any additional information that I can provide for you, please feel free to call me at any time.

Sincerely,

A handwritten signature in dark ink, appearing to read "Michele Bond".

Michele Bond  
Sr. Loan Processor  
MortgageEase, Inc.  
(941) 643-4088, x122