

Building Customer Loyalty...

...we have seen many referrals...

National City.

Cheri Booth
Continuity Programs
4375 Pineview Dr.
Walled Lake, MI 48390

Dear Cheri,

I wanted to take this opportunity to let you know how valuable the Building Customer Loyalty Program has been for our branch. We began using the program on an automatic basis a little over a year ago, and have found the wealth of information and feedback that it provides to be outstanding.

I am particularly impressed with the extensive database management system that the program provides. Certainly, this is an important facet to our business, yet most loan originators do not have their own system in place.

In addition, the loan originators appreciate the consistent contact that the program provides which enables them to keep their name in front of their borrowers. And, the fact that the program requires no time invested on the part of the loan originator is definitely a plus. We have seen many referrals and past customers getting back into the market come to us because of the BCL Program. It has more than paid for itself.

In closing, the BCL Program has proven to be a success for our branch. Please feel free to have anyone contact me for a testimonial on your program.

Sincerely,



Kathryn Shore
Branch Manager
(714) 648-2400

