

# Building Customer Loyalty...

...seen a dramatic increase in referrals from my past customers...

**National City**  
Mortgage

**National City Mortgage**  
A Division of National City Bank of Indiana  
2800 Veterans Blvd., Suite 260  
Metairie, LA 70002  
Telephone: (504) 833-1282  
Fax: (504) 835-2567

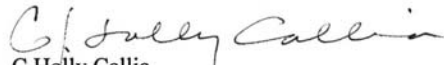
Keith Mangum  
Continuity Programs  
P O Box 8003  
Walled Lake, MI 48390

Dear Kieth,

I wanted to take a moment to thank you and Continuity Programs for your help and support. I have seen a dramatic increase in referrals from my past customers as a result of the mailings you are doing for me. I have been enrolled in the program for five years now. I only wish that I had found Continuity Programs twenty years ago when I got in the business!

I am anxious to expand my current mailings to include realtors and other referral sources. Please let me know what other products and services are available to help me keep my name out there.

Yours very truly,

  
C Holly Callia  
Branch Manager/Senior Loan Officer

No one Cares More !