

Building Customer Loyalty...

...I've received almost a dozen sales leads just over the past two months from your "Hot Lead" system...

National City[®] Mortgage

Continuity Programs, Inc.
Attn: David Satterlee
7049 Collins Avenue
Pennsauken, NJ 08109-2745

Dear David:

As you know, I first began using BCL over four years ago, at which time I made the program mandatory for all of my loan officers. I also pay for the program out of the office budget. So far, my investment in maintaining relationships with my borrowers has really paid off.

I've received almost a dozen sales leads just over the past two months from your "Hot Lead" system, not to mention all of the "future" leads that come to us each month on your reports. I feel that whomever gets to the borrower first "owns" him or her. BCL makes it so that we're never out of touch with our borrowers, that we're always there first.

The customer satisfaction surveys you provide have been of great value and make terrific testimonials. And the few negative ones that come back have given us a second chance to make things right for our borrowers and earn their loyalty.

The repeat and referral business that's been generated by the BCL program has become one of the pillars of our business and will only become more important as time goes by and more of our customer re-enter the market. I think it's safe to say that our production figures today would look quite a bit different had we not been using BCL over the past four years.

With the number of choices that borrowers have today, it's just common sense to do what you can to keep them once you've got them. The question is what is the best way to do so. For us, the answer has been the BCL program.

Yours truly,



Dave Lohin
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