

Building Customer Loyalty...

...In the last 6 months alone, I have received at least 1 if not 2 hot leads a month.

National City
Mortgage

National City Mortgage

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Kathy Millar
Continuity Programs, Inc.
P.O. Box 8003
Walled Lake, MI 48390

Dear Kathy,

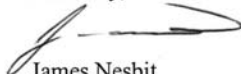
I would like to take this opportunity to tell you how much I have enjoyed using your customer retention, database management and lead generation program. The 'Building Customer Loyalty Program' claims to accomplish 5 main goals:

- A.) Increase my customer referrals
- B.) Increase my repeat customers
- C.) Make my customers more satisfied
- D.) Create a stronger relationship between myself and my referral sources
- E.) My company can cross – sell additional services.

I can certainly tell you from experience that it has done exactly that for me. In the last 6 months alone, I have received at least 1 if not 2 hot leads a month. I am happy to say I have closed about 80% of those leads.

Thank you for making my job easier and helping me to build that customer loyalty between my customers and myself!

Sincerely,



James Nesbit
Sr. Loan Officer
National City Mortgage Co.

No one Cares More !