

# Building Customer Loyalty...

...has been very beneficial and profitable...



David Epps  
Continuity Programs Inc.  
4375 Pineview  
Walled Lake, MI 48390

Dear David:

Per your request on tracking the results of the customers that are on the follow-up program, I have laid out the results as best I could. There is no question about it, the program has been very beneficial and profitable for me.

One area, which I could not track, was when a customer called on the phone directly rather than sending in one of the response cards.

Through today's date, I have enrolled 131 customers at a cost of \$ 35.50 per customer for a total of \$ 4,388.50. I have received back from CPI, the names of 24 customers who are back in the real estate market. There are 13 referrals and 17 customers interested in re-financing or obtaining another mortgage.

To the best of my ability, I have tracked those leads, which have turned into another closed transaction. Of the 13 referrals, 8 of them have closed with me and one I am still working with.

Of the 24 customer leads that I have received who are interested in the real estate market, 5 of them purchased another property where I handled the transaction. Three of them were relocating to another state and I was able to assist them with a real estate agent that listed their property. As for the others, most are interested in purchasing but their time line puts them as a prospect far in the future.

The 17 customers interested in re-financing, 9 have re-financed with me.

If I took an average of \$ 800.00 as what I made on each deal, I will have made approximately \$ 17,600.00 off of my \$ 4388.50 investment.

I would highly recommend the follow-up program and if you would like to have anyone call me for a referral, please do so.

Yours truly,

A handwritten signature in black ink, appearing to read "Bill Meldrum", is written over a horizontal line.

Bill Meldrum  
Loan Officer