

# Building Customer Loyalty...

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## ROSS MORTGAGE

Dave Epps  
Continuity Programs  
4375 Pineview Drive  
Walled Lake, MI 48390

Dear Dave:

As you requested, I am writing you this referral letter about the CPI services you provide our company. When we first started with your services a little over three years ago, we were in a strong refinance market which we still are today. I believe as most of our loan officers do, that the CPI follow-up program has increased our refinance business. It has helped us maintain contact with all of our customers after we have sold their servicing to other lenders. In the past as we sold off the servicing many of those customers were lost. The CPI program has helped us have a continuous flow of communications to those customers, which in turn has brought a larger percentage of them back. We have also seen an increase in referral business from the reply cards that our customers send back through your program.

We are now getting to the point in time where some of our customers from two and three years ago, are now coming back into the market for another real estate transaction. We are also seeing these replies from your program.

The survey information you provide has been very beneficial. It lets us know how customers perceive our services from our company as well as from the loan officer, which allows us to take action where needed.

If you would like to use my name or have anyone contact me please do so.

Sincerely,



Tim Ross  
President

EXECUTIVE OFFICES

ROSS MORTGAGE CORPORATION • 25900 GREENFIELD, SUITE 401 • OAK PARK, MICHIGAN 48237 • 248-968-1800