

Connections...

...of particular value is the tracking and reporting...



Charles McKee
The Realty Alliance
13612 Midway Road, # 250
Dallas, TX 75244

Dear Charles:

I would like to take this opportunity to introduce you to Continuity Programs, Inc. (CPI). They have been doing two programs for Fox & Roach that have made an impact on our business, market share and profits. The first program, *DataLead -- A Customer For Life Program*, is designed to increase repeat business and generate referrals from satisfied customers. The program has been very successful. Of particular value is *DataLead's* tracking and reporting system. It allows an agent to use a monthly report to initiate (or re-initiate) contact with a customer at just at the time that the customer indicates their likelihood of coming back into the market.

The other program is our *Total Quality Service (TQS)* program. It is geared toward buyers, sellers and co-brokers. CPI does all of the mailing and has created all of the statistical reports which we use. Over the past five years we have been able to quantitatively track the increasing satisfaction of our customers. TQS allows us to focus on customer satisfaction in a way which was never previously possible, and has also proven to be a valuable recruiting tool.

I highly recommend that other Alliance members who feel that they, too, could benefit from CPI's services contact CPI President Dave Epps at (800) 521-0026.

Sincerely,

A handwritten signature in black ink that reads "Bill Fox".

Bill Fox
CEO/President
Fox & Lazo, Inc., REALTORS

Attachment

CC: Dave Epps (CPI)