

Hello <Salutation>,

Here is a glimpse of what you can expect from <MY:Company> during the course of your home financing. Each of these tenets has been established, affirmed and embraced by each member of “*Your Team*”.

## **<MY:Company> Tenets of Success**

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**We have decided that without exception we will...**

- ❖ **Ask** Questions and Listen to you in order to fully understand your needs
  - ❖ **Create** Mortgage solutions that compliment your overall financial strategy, and allow you to most effectively accomplish your financial goals as well as your payment and equity objectives
  - ❖ **Be Sensitive** to the fears that you may have about obtaining a mortgage loan and earn your confidence as a trusted advisor
  - ❖ **Respect** your time and minimize the amount of effort required of you by applying our knowledge, experience, and resourcefulness
  - ❖ **Use** Technology as a *compliment* to our customer service efforts and not a *substitute*
  - ❖ **Communicate** regularly and proactively to keep you informed of your loan status and to reduce the stress that is so often associated with this process
  - ❖ **Ensure** smooth, on time closings with anticipated costs and terms
  - ❖ **Provide** the benefit of future home loans with little effort on your part, by means of an *Annual Mortgage Review*
  - ❖ **Measure** our success by your willingness to confidently recommend us
  - ❖ **Take Full Responsibility** for our actions and be honest at all times
  - ❖ **Seek** to improve the quality of service we provide by encouraging you to critically evaluate our performance
  - ❖ **Strive** to honor God in all that we do
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Please call with any questions: <MY:b-Office Ph>

Have a great day,

<MY:Salutation>

<MY:Contact>

<MY:b- Title>

<MY:Company>

<MY:Mailing Address>

<MY:Mailing City>, <MY:Mailing State> <MY:Mailing Zip>

Phone: <MY:b-Office Ph>

Toll Free: <MY:b-Other Ph>

Fax: <MY:b-Office Fax>

Web: <MY:Web Site>

*“We are what we repeatedly do. Excellence then, is not an act but a habit.”* **-Aristotle**