



September 2009  
BORROWER SURVEY RESULTS



## September 2009

This year marks Celink's 40th year of business - and what a year it's been!

In March 2009 Celink conducted an independent Client Satisfaction Survey. We wanted to make sure our clients were being well-served in every way. The results were more than satisfactory and can be viewed as a full report from our website.

Celink knows its clients are concerned about how their borrowers are treated after closing - and we are too! We are also well aware that the eyes and ears of many regulators and policy makers are upon the industry as well. It's out of respect for those concerns, and for planning purposes, that we made the decision to conduct an extensive borrower survey

The secondary audience we serve, and the people in the best position to evaluate the quality of our service, are our client's borrowers.

The very satisfying results of our Borrower Satisfaction Survey follow. We share the results to acknowledge the tremendous efforts and extraordinary professionalism of our Reverse Mortgage Service Team.

In sharp contrast to some of the frustrations and restrictions on the forward side of the mortgage industry, the reverse mortgage market sector continues to provide financial solutions and autonomy to our senior population.

In a challenging economy, we stand tall and strong, and at 40, the future has never looked brighter.

*John LaRose*  
*CEO*

*Ryan LaRose*  
*EVP*






# Methodology

A random selection of reverse mortgage borrowers, with varying loan vintage, was gleaned from the total population of Celink’s sub-servicing portfolio. The survey document was mailed, and a self-addressed, stamped envelope was included for ease of return.




# Response




The 34.6% response rate achieved was very satisfactory for this type of survey.




Please rate the overall satisfaction with our Reverse Mortgage Servicing Department.		
		Percent
Very Satisfied		61.3%
Satisfied		33.5%
Dissatisfied		0.00%
Very Dissatisfied		0.00%
No Response Provided		5.20%




Have you ever called our Reverse Mortgage Servicing Department with a question or for help with an issue?		
		Percent
Yes		49.7%
No		48.5%
No Response Provided		1.8%




*If yes, please rate the quality of your interaction for each of the following elements of the call.  
If no, please skip to the next question.*




<b>Promptness of Response</b>		
		<i>Percent</i>
<b>Very Prompt</b>		68.2%
<b>Prompt</b>		23.5%
<b>Reasonable Wait Time</b>		8.30%
<b>Unreasonable Wait Time</b>		0.00%
<b>No Response Provided</b>		0.00%





<b>Professionalism of the Associate</b>		
		<i>Percent</i>
<b>Very Professional</b>		68.2%
<b>Professional</b>		30.6%
<b>Unprofessional</b>		0.00%
<b>Very Professional</b>		0.00%
<b>No Response Provided</b>		1.20%

<b>Friendliness of the Associate</b>		
		<i>Percent</i>
<b>Very Friendly</b>		75.3%
<b>Friendly</b>		23.5%
<b>Unfriendly</b>		0.00%
<b>Very Unfriendly</b>		0.00%
<b>No Response Provided</b>		1.20%




<b>Helpfulness of the Associate</b>		
		<i>Percent</i>
<b>Very Helpful</b>		71.8%
<b>Helpful</b>		24.7%
<b>Not Very Helpful</b>		0.00%
<b>Not Helpful at All</b>		0.00%
<b>No Response Provided</b>		3.50%




<b>How well do you think the Associate listened to you?</b>		
		<i>Percent</i>
<b>Very Good Listener</b>		65.9%
<b>Good Listener</b>		32.9%
<b>Poor Listener</b>		0.00%
<b>Very Poor Listener</b>		0.00%
<b>No Response Provided</b>		1.20%

<b>Please rate how thoroughly the Associate addressed your concerns.</b>		
		<i>Percent</i>
<b>Very Thoroughly</b>		65.9%
<b>Thoroughly</b>		32.9%
<b>Not Very Thoroughly</b>		0.00%
<b>Not Thorough at All</b>		0.00%
<b>No Response Provided</b>		1.20%




<b>Please rate how well you understood the Associate's explanation.</b>		
		<i>Percent</i>
<b>Completely</b>		74.1%
<b>Well Enough</b>		20.0%
<b>Somewhat</b>		2.35%
<b>Not at All</b>		0.00%
<b>No Response Provided</b>		3.55%

*We are always working to improve and enhance our customer service. The following responses will guide our planning efforts to better meet your needs in the future.*

<b>Is the monthly loan statement you receive from us easy to read and understand?</b>		
		<i>Percent</i>
<b>Yes</b>		85.5%
<b>No</b>		5.78%
<b>No Response Provided</b>		8.72%

<b>Are you satisfied with the current operations hours of 8am-5pm?</b>		
<i>Response</i>		<i>Percent</i>
<b>Yes</b>		92.5%
<b>No</b>		1.73%
<b>No Response Provided</b>		5.77%

If we were able, would you be comfortable accessing your personal reverse mortgage data through a secure website?		
		Percent
Yes		48.0%
No		44.5%
No Response Provided		7.50%

If there was an option available, how would you prefer to receive your monthly statement?		
		Percent
Regular Mail		85.5%
E-Mail		10.4%
No Response Provided		4.10%

### Select comments:

- *We could not ask for more helpful and courteous people to work with all the way through the transaction. Thanks so much.*
- *I've only had to call a couple of times for explanation and to transfer money. Fast and easy.*
- *Your people were fast, accommodative and informative. Doing business with them was a pleasure!*
- *Our entire process was very comfortable. Everyone was very obliging and helpful. Every detail was explained. We would recommend the service to all.*
- *I enjoy dealing with a live human being.*