



May 2009

**SURVEY RESULTS**

*a survey conducted independently by:  
MK & Company*



**June 2009**

A piece of wisdom that seasoned trial attorneys share with those new to the bar goes something like this: “Never ask a question you don’t know the answer to.” That is probably good advice for the witness stand, but it is foolish counsel outside of the courtroom, and potentially fatal for those in business.

In these tenuous economic times, it takes great courage for an organization to ask its clients questions such as, “How are we doing? Are you being treated well? Are we meeting your expectations? Is there anything we’re missing?” Every organizational leader hopes they know the answer to these questions, but in large organizations, that hope can be just that – a hope.

Celink, one of the nation’s leading reverse mortgage servicers, marks and celebrates 40 years of business in 2009. In March of this year, Celink approached and retained MK & Company to develop and conduct a Client Satisfaction Survey on their behalf. John LaRose, its CEO, said the following in an advance communication to clients notifying them of this third-party initiative:

“There is an invaluable lesson organizations learn in order to weather the storms created in difficult economic times: No business is invincible and it can never take those it serves for granted.”

Celink was willing to have an objective third-party ask the probative questions they hoped they knew the answers to. The results were simply beyond their expectations and an added cause for celebration this historic year. Hope becoming certainty is a great way to move forward into what will surely be another 40 years of successful service.

The results of the Celink Client Satisfaction Survey are found in this PDF.

**Mary Katherine Quasarano**

*MK & Company*

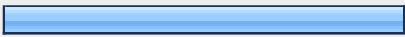



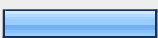
# Celink Client Satisfaction Survey

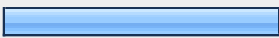
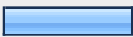


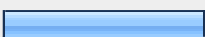
General Trial Balance		
		Response Percent
Provides all the information I need		46.2%
Provides most of the information I need		26.9%
Is insufficient for my needs		11.5%
I don't need this report		3.8%
N/A		11.5%

Detailed Trial Balance		
		Response Percent
Provides all the information I need		50.0%
Provides most of the information I need		30.8%
Is insufficient for my needs		7.7%
I don't need this report		3.8%
N/A		7.7%



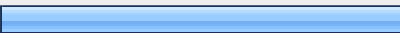



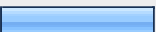
survey conducted independently by MK & Company

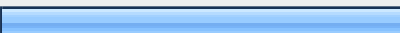



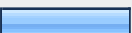
<b>Status Code Summary Report</b>		
		<b>Response Percent</b>
<b>Provides all the information I need</b>		<b>61.5%</b>
Provides most of the information I need		7.7%
Is insufficient for my needs		3.8%
I don't need this report		3.8%
N/A		23.1%

<b>Status Code Detail Report</b>		
		<b>Response Percent</b>
<b>Provides all the information I need</b>		<b>42.3%</b>
Provides most of the information I need		19.2%
Is insufficient for my needs		3.8%
I don't need this report		3.8%
N/A		30.8%



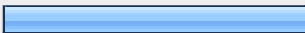



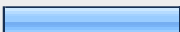
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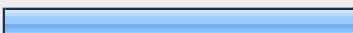



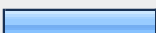
<b>Loans Boarded Report</b>		
		<b>Response Percent</b>
<b>Provides all the information I need</b>		<b>61.5%</b>
Provides most of the information I need		7.7%
Is insufficient for my needs		3.8%
I don't need this report		3.8%
N/A		23.1%

<b>Paid in Full Report</b>		
		<b>Response Percent</b>
<b>Provides all the information I need</b>		<b>61.5%</b>
Provides most of the information I need		11.5%
Is insufficient for my needs		3.8%
I don't need this report		3.8%
N/A		19.2%



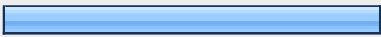
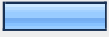


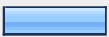
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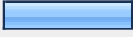

<b>Maximum Claim Report</b>		
		<b>Response Percent</b>
<b>Provides all the information I need</b>		<b>46.2%</b>
Provides most of the information I need		15.4%
Is insufficient for my needs		3.8%
I don't need this report		7.7%
N/A		26.9%

<b>Loans Removed Report</b>		
		<b>Response Percent</b>
<b>Provides all the information I need</b>		<b>53.8%</b>
Provides most of the information I need		11.5%
Is insufficient for my needs		3.8%
I don't need this report		7.7%
N/A		23.1%



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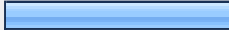
<b>Service Fees Report</b>		
		<b>Response Percent</b>
<b>Provides all the information I need</b>		<b>57.7%</b>
Provides most of the information I need		15.4%
Is insufficient for my needs		3.8%
I don't need this report		7.7%
N/A		15.4%

<b>Is there any additional information you would like included in the Celink monthly portfolio report? If yes, please specify.</b>		
		<b>Response Percent</b>
Yes		19.2%
No		<b>80.8%</b>
Yes (please specify)		



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**Please rate your overall satisfaction with Celink's monthly portfolio reports.**

		Response Percent
Very Satisfied		65.4%
Satisfied		34.6%
Dissatisfied		0.0%
Very Dissatisfied		0.0%

**How can Celink further improve its service(s) to you?**

**Responses:**

*They are doing a wonderful job. They are always courteous and very helpful whenever I need their services.*  
**Fri, May 15, 2009 5:23 PM**

*We are happy with our relationship, service is always prompt.* **Fri, May 15, 2009 5:07 PM**

*Continue to retain the current high standards.* **Thu, May 14, 2009 10:34 AM**

*Celink is a proficient servicer in terms of reporting and overall responses to our requests.*  
**Wed, May 13, 2009 10:05 AM**

*Celink is an excellent servicer. We are very pleased.* **Wed, May 13, 2009 9:11 AM**

*For all of my needs, Celink has always provided timely, accurate and thorough information. I submit many different kinds of "ad-hoc" requests and the people at Celink provide what I need, work with me to ensure my needs are being met and do so, on a very timely basis.* **Wed, May 13, 2009 8:47 AM**



**Do you have any suggestions as to how Celink could better serve your borrowers?**

**Responses:**

*Ryan and his folks are great to work with. Wed, May 20, 2009 8:57 AM*



*No---I think they do a marvelous job with the high volume they are now working on. Fri, May 15, 2009 5:23 PM*

*We are a new client with only a few loans. Celink has been a very good company to work with to enable us to offer reverse mortgages. Wed, May 13, 2009 9:56 AM*

*They are doing an excellent job. All of the people I deal with on a day to day basis are extremely helpful and professional. Wed, May 13, 2009 9:52 AM*

*Celink is an top notch service provider. I would only ask that they continue to provide this level of service at all levels of the organization. Wed, May 13, 2009 8:47 AM*

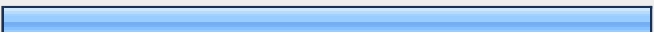
**Are you receiving feedback of any kind from your borrowers about the servicing of their loan?**

		Response Percent
Yes		16.7%
No		83.3%

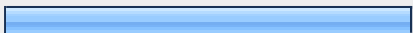



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**If you have received feedback from your borrowers, is it positive or negative feedback?**

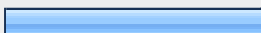
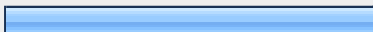

		Response Percent
Positive		100.0%
Negative		0.0%

**Please rate overall satisfaction with the service you and your borrowers are receiving from Celink.**

		Response Percent
Very Satisfied		62.5%
Satisfied		37.5%
Dissatisfied		0.0%
Very Dissatisfied		0.0%

If Very Dissatisfied, please specify.

**How many years have you been a client?**

		Response Percent
0 - 2 years		39.1%
3 - 5 years		56.5%
6 - 10 years		4.3%
10 + years		0.0%



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