

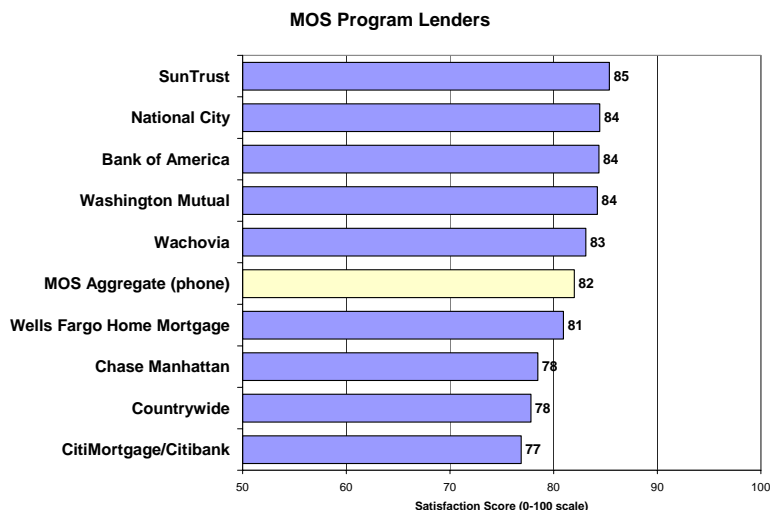
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## **CFI Group Mortgage Originator Survey Rates Satisfaction with Lenders, Highlights Impact of Customer Service on Satisfaction**

**FOR IMMEDIATE RELEASE– Ann Arbor, Mich. -- October 11, 2005** – Ann Arbor-based CFI Group, Inc., an international consulting firm that helps its clients improve the profitability of their customer relationships, today announced the results of its Mortgage Origination Satisfaction (MOS) Program survey. The survey measures customer experience and satisfaction with the loan origination process for 10 of the top mortgage lenders in the country.

MOS respondents rated their satisfaction with lenders based on specific experiences, including mortgage loan documentation, variety of products, the mortgage loan closing process and service provided by the lender’s representative. Additionally, MOS respondents rated their perception of their lender as a trustworthy partner who values them as a customer as well as their likelihood to use their lender again and recommend their lender to their friends and family.

MOS results for specific mortgage lenders:



“In today’s highly competitive mortgage market, customer satisfaction and its impact on cross-selling opportunities, customer referrals and retention, is key to a lender’s success,” said Rodger M. Park, senior consultant, CFI Group. “MOS survey results indicate that while customers are generally very satisfied with their mortgage lender, there is room for improvement, especially related to mortgage products and the loan’s documentation.”

Highlights of MOS results include:

- Respondents rated their overall satisfaction with their mortgage lender at 82\*, a strong rating when benchmarked against financial services generally. According to the American Customer Satisfaction Index, which employs the same methodology as MOS, financial services score 73. The widely-respected American Customer Satisfaction Index (ACSI) is managed through the University of Michigan’s Ross School of Business.
- Respondents assigned an overall score of 80, the lowest rating in the MOS results, to the variety of products available to them from their lender. Respondents specifically cited the “variety of loans presented to you” as a driver of this satisfaction score.
- Though there are lenders top performing lenders, all 10 lenders measured perform similarly in terms of customer satisfaction.
- MOS findings continue to underscore the importance and high impact that customer service representatives have on overall satisfaction. Customer service representatives, for the purpose of MOS, include both lenders' representatives as well as others, particularly the Realtor® (when one is used).
- Borrowers who worked with a Realtor rate their satisfaction with their lender dramatically higher than those who do not use a Realtor.

MOS includes responses from more than 2600 purchasers of new and existing homes as well as mortgage customers who were refinancing their current loan. MOS only includes customers who obtained a mortgage through a retail channel—customers who worked with a mortgage broker or other third party lender were excluded. Survey interviews were collected by phone as well as two panels of respondents recruited to complete the survey online.

To obtain a copy of the MOS report, please visit [www.mortgagesat.com](http://www.mortgagesat.com) or call 734-930-9090.

*\* MOS figures do not represent the percentage of satisfied customers, rather, the average satisfaction rating (out of 100).*

### **About CFI Group North America, LLC**

CFI Group's worldwide consulting practice leverages the company's Customer Asset Management (CAM) measurement system to identify product and service quality improvements that provide the greatest return on investment for its clients. CAM links an organization's customer and employee satisfaction levels to operational metrics and financial outcomes. The results are more effective strategic and tactical customer action plans and related resource allocations. CFI Group's innovative methodology serves as the analytical engine for the American Customer Satisfaction Index (ACSI), an economic indicator that directly measures U. S. consumer satisfaction, surveying over 70,000 individuals annually. Combined with CFI Group's consulting capabilities, the ACSI provides valuable benchmarking opportunities for CFI Group clients. Headquartered in Ann Arbor Michigan, CFI Group has 12 offices worldwide. More information on CFI Group can be found at [www.cfigroup.com](http://www.cfigroup.com).

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