40 Years of Success: Lessons from the Road

Celink, the nation's select Reverse Mortgage Servicer, is located in the heart of economically troubled Michigan. Its CEO reflects on the past and looks with optimism to the future.

Lansing, Michigan (June 29, 2009). Over fifty years ago, when John LaRose was driving a delivery truck for his dad's Eastern Market meat business in Detroit, he was learning invaluable life and business lessons. Says LaRose, "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." The commitment to service, people, and ethics he learned from his father Tom years ago, has led LaRose to the position of CEO of Celink, the nation's most recognized Reverse Mortgage Servicing Company.

Celink marks its 40th year in 2009, and this is welcome news in a State faced with daily business closings and a transitioning economic base. To mark this milestone, Celink retained the services of a third-party company to conduct a Client Satisfaction Survey on their behalf. LaRose's rationale was simple: "We wanted to put our collective finger on the pulse of our clients. If 40 years has taught me anything, it's taught me to ask the tough questions, listen to the answers, and adjust or applaud operations as the information dictates." Survey results were resoundingly positive, and affirmed the strength of Celink's commitment to customer service. (Full survey results can be viewed at www.celink.com)

Celink's Reverse Mortgage Servicing Department is headed by Ryan LaRose, John's son. When asked about how it feels to work with his son, LaRose said, "I am so very proud of the top-notch operation Ryan has single-handedly created and leads at Celink. The survey results speak volumes about his work and his team."

No doubt Tom LaRose would say the same about his son, John.

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About Celink

Celink is the nation's select reverse mortgage servicer and is licensed in all 50 states, as well as Puerto Rico and the U.S. Virgin Islands. Celink's reverse mortgage servicing portfolio exceeds $4.1 billion. From innovative products and services, to client and borrower-focused services and servicing solutions, to an industry precedent-setting Borrower Protection Program™ and its own Code of Ethics, Celink continues to be "The Future in Reverse." A full organizational profile is available at: www.celink.com.

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