



THE WAKEFIELD COMPANY, LLC

*Making It Happen*

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## **Pairing Helps Wachovia to Help Wachovia**

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An Article Written By Jody Shenn

Terry Wakefield, a consultant to mortgage companies who used to be a Prudential Home Mortgage Co. executive, said that for an affinity program to work “the customer needs to have all expectations exceeded.” Mr. Wakefield is now the president of Wakefield Co. LLC of Grafton, Wis.