



THE WAKEFIELD COMPANY, LLC

Making It Happen

Borrowers Rate Their Experience on Par with '06

American Banker | December 13, 2007

An Article Written By William Launder

Terry Wakefield, the chief executive of Wakefield Co., a Grafton, Wis., mortgage consulting company, said “the more retail lending you are doing, the more notoriety you are going to have with a customer and the better the chance you have to make a favorable impression. That is very difficult to do in a wholesale environment.”