



THE WAKEFIELD COMPANY, LLC

Making It Happen

Wachovia: Customer Outreach Wholesale Key

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Terry Wakefield, the chief executive of Wakefield Co., a Grafton, Wis., mortgage consulting company, said enhanced communication between wholesalers and their borrowers is likely to become more common. “I think wholesale lenders are going to attempt to establish direct communication with the customer to make sure there has not been any tampering of information by an intermediary.”