

## **IMPORTANT CUSTOMER REQUEST**

**As we continue to gather details about the hearing and exactly how many employees we need to attend, please begin working on identifying customers willing to share their story.**

**The best way to show the CFPB the value of our service is for them to hear the customers' point of view and how access to credit is important to them. Therefore, in preparation for the field hearing on Thursday, we would like for each company to locate five (5) customers that may be willing to share their story during the hearing.**

**Please ask your stores to think about customers they think would be willing to share their story. Then ask them to contact the customers to see if they are willing to assist us. If they are willing to assist, please let them know someone will be contacting them to provide them with additional details.**

**Please select your customers with the following criteria in mind:**

- ➤ **Professional appearance—customers who are clean-cut, neatly dressed, and would represent the industry well.**
- ➤ **Articulate—customers who have an out-going personality and are comfortable speaking their minds about how the payday cash advance service helps them.**
- ➤ **Positive outlook—customers that view our service as positive and are appreciative of access to credit.**
- ➤ **Good relationship—customers who your stores have great relationships with. People you know and we can rely on.**

**Once you have confirmation that they will attend, please forward their name and contact information to me ([dmorrow@advanceamerica.net](mailto:dmorrow@advanceamerica.net)) and I will follow up with the customers by phone to tell them what to expect, where to meet us, etc.**

**Thank you for your help and please do not hesitate to contact me if you have any questions.**

**Dawn**

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