

Continuity Programs Debuts New Building With Open House

Customer retention strategy and relationship marketing firm celebrates its new space with special guests.

WALLED LAKE, MICH., USA, November 6, 2013

/EINPresswire.com/ -- [Continuity Programs](#), a leader in customer relationship marketing and client retention strategies, recently held an open house in its new facility. Guests included clients and dignitaries at the event, which featured a tour of the company's new 22,637-square-foot facility and a celebration of 40 years in business.



The new location is in Walled Lake, not far from Continuity Programs' previous offices. The [customer retention strategy firm](#) needed the larger space to accommodate a growing marketing team, as well as new printing and publishing equipment.

"We feel fortunate to have had such a great turnout with visitors coming from out of state and Canada to celebrate this milestone with us, while learning what we have coming in 2014," said Kirk King, president of Continuity Programs. "We were impressed at how many people took time out of their day to stop in and check out our new place and discover how we can continue to add value for them."

L. Brooks Patterson, Oakland County executive, spoke at the event. He acknowledged the company's strides during tight economic times. Patterson presented two proclamations to Kirk King, president of Continuity Programs, recognizing the firm as an important part of the community. The company also received recognition from the State of Michigan and the Michigan Economic Development Corporation.

About Continuity Programs: Continuity Programs (<http://www.continuityprograms.com/>) is a customer relationship marketing firm based in Michigan. It provides a variety of customizable turn-key systems, including personalized direct mail and e-mail campaigns, [customer satisfaction surveys](#) and intelligent database marketing. Continuity Programs works with clients to increase customer retention, systematically cross-sell, and generate leads and referrals. Its clients come from a wide array of industries, including banking, mortgage, insurance, heating and cooling,

home performance, real estate, legal, financial planning, moving, automotive and child care.

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