



# Service worth Smiling about!

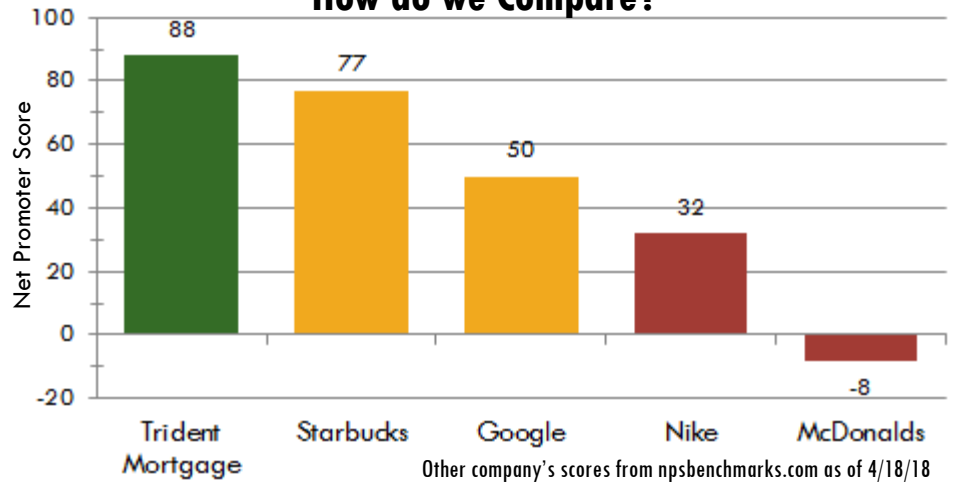
Trident Customers have given us a Net Promoter Score of **88**

## What is a Net Promoter Score?

**NPS = % Promoters - % Detractors**

The Net Promoter Score (NPS) is based on one question we ask our customers: How likely are you to recommend us? Respondents reply on a scale from 0–10: scores from 0–6 are considered detractors, and 7–8 are passive, yet satisfied. 9–10 are promoters, the most loyal and enthusiastic customers. A company’s NPS is calculated by taking the percentage of promoters and subtracting the percentage of detractors, resulting in a score from -100 to 100. By looking at our scores and accompanying reviews, we can see what we are doing well and what we need to improve.

## How do we Compare?



*“Very professional and friendly at the same time. Quick response to questions and knowledgeable in all areas of the transaction.”*

*“Everyone I communicated with from Trident was friendly, clear, and responsive.”*

*“I received an email or phone call within minutes when I had a question or concern.”*

*“Trident makes for a seamless transaction from start to finish!”*

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NMLS # 137160