(#122) Dear Management:

August 8, 2019

So Realtors have Zillow, Redfin and Opendoor vying for their jobs...  Underwriters and processors are losing out to AI (artificial intelligence)...  and now, move over loan officers...  Morty is here!

First, this isn't a paid advertisement for Morty, but this is a post about the concepts that are changing our industry, at what seems like lightening speed for us old-timers.

And Morty is among one of those first steps into the world of replacing the LO.

I would describe it as the next step evolution, from the Rocket Mortgage platform.

Ok, ok...  LO's please back away from the ledge for a second... cause rest assured, the human touch will always be needed...

As borrowers will always need a human hand to hold through the tough transactions...

But let's face reality, you've already lost the fight with the easy ones.

So sharpen your skill sets!  And sell what a computer can't do...  You and your expertise!

ONLY those with it, will survive the brave new world.

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