(#212) Dear Management:

December 30, 2019

When was the last time you looked at your company's website?

That long?  You could be surprised, if you haven't checked to see...

-Is the home page capitalizing on calling borrowers to action?
-Have your "helping tips" become outdated due to industry changes?
-Do you still have termed employees posted with smiling pics?
-Any new branches (or branch moves) or states to update?
-Do you have a blog/other social posts? Are they relevant and entertaining?
-Are there loan products you offer, that aren't listed?  Or ones you don't and are?
-Do you have a chat feature?  Is someone contacting them back pronto?
-Etc. Etc. Etc.

What? No to all of those, or even some?

Not good peeps!

It's a new year... clean out the old and bring in the new!

I did!  And I even snapped a shot of my home page.  Oh, and don't miss the bright orange button... my call to action for my visitors.  (Not sure if I mentioned that I wrote a book on the mortgage industry.  \*\*\*giggle\*\*\*)

Anyway, never stop thinking of how to improve things.

It's the only way to show that what you have in place... is the best you are able to do, with the resources you have.

Find my book and blog at [www.mrtenkey.com](http://www.mrtenkey.com/)
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