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Dear Management:  I know, I know... we all want to distinguish our people from the crowd.  
  
So... out!!! with the simple titles of loan officer, loan officer assistant and processor!!!  
  
In with creativity and such titles like: Mortgage Grand Master, Mortgage Apprentice and Mortgage CPU...  
  
One problem... most industry metrics, state licensing departments, potential employees, and yes our borrowers... still think of the standards... AS standard.  
  
What if you place an ad to hire a "Mortgage CPU"... and...  No response.  Why??? Go figure...  
  
I know, we all think we're being creative, but if a person sees a $500 television screen reveal the statement:  
  
"Person that does your loan".  
  
They are gonna answer,  "What is a loan officer."