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Dear Management: Should you "SELL" your company to your borrowers? And, in turn spend the $'s that goes along with that???  
  
This is a question that MANY companies struggle with.  
  
And it really comes down to a simple teeter totter analysis.  
  
But first... ask yourself. WHO is really doing the selling???  
  
If your company is an online mega-giant... then by all means, spend those $'s for name recognition and driving those borrowers to that online app. And subsequently, pay the loan officers less, as they are not foraging for their own food.  
  
Same would be for one of the big box banks.  
  
A retail mortgage shop however... $'s should be spent, more towards the loan officers bringing food to the company's table. With strategic marketing dollars spent to give name recognition to "help" the LO's in their quests.  
  
So...  
  
A teeter totter it is.  
  
The trick is to find that balancing point in the middle.  
  
Otherwise, you're just PAYING TOO MUCH... only to make your marketing outlets and loan officers happy...  
  
But NOT your wallet.  
  
My couple pennies...