(Mr. Tenkey #542)

April 19, 2021



Dear Management: When your borrower's "real-life" budget is beyond the grasp... of their "dream-state" home...  
  
YOU have to be the adult in the room and WAKE THEM UP from dreamland!  
  
As I heard a realtor say on the show, House Hunters... "It is not my job to create something, that does NOT exist in re-al-i-tay."  
  
So yes, YOU have to put on your big person's sales hat and sell the idea... that actually AFFORDING the dream... is a good thing.  
  
Evaluate their needs with them... then be honest and hopeful, giving them alternatives to get there.  
  
-They could simply save longer. Show them timelines needed, market factors for or against, etc.  
- Help them alter their expectations to a more realistic view of the situation. Essentially... what can they afford now, and is that "not so" bad?  
- Offer up other upcoming... or more distant locations (yep the SUBURBS) that might better meet their goals.  
  
BUT in the end, be honest.  
  
They will appreciate THAT most of all... and your caring will shine through.  
  
Even though... you did just shatter their dreams. LOL  
  
(\*\*\* And for those not in the Pacific NW, google Tom... he woke everyone up with his famous commercials...)  
  
You keep doing the same for your borrowers.  
  
(More blogs/Find my book @ www.mrtenkey.com)