(#129) Dear Management:

August 22, 2019

Have you been keeping up on doing "honest" reviews of your LO's production?  
  
You should...  
  
And what's an honest review?  Well, we're in the busiest months of the year... grab a production scorecard and start asking:  
  
- With this big refi boom...  have they grabbed that wave?  
- Is the wave all they got?  What is their purchase % as well?  
- What was their production before this wave?  Has this just saved them for a couple more months?  
- Or worse, even in these busy months... are they still doing poor volume numbers?  
  
And keep an eye on your line in the sand...  Assuming you even have one.  
  
If you're not doing this evaluation regularly and honestly (that means without favoritism), then you're missing the boat.  
  
Times are good "right now"... but don't get lost with that production "high" clouding the low producers from your line of sight...  
  
Be diligent...  work with them.  Train them up or train them out.  
  
The competition you should worry about, IS doing this.  
  
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