(#140) Dear Management:

September 9, 2019

Don't be so upset when a borrower leaves you for another company/LO...

Some people might call them dis-loyal...  but I think loyalty is a misused term here.  Borrowers come to you and stay with you because of your expertise and the ease of their transactions, NOT loyalty.

So instead of being the crazed EX-, "Go high!"

You do you!  Provide the best service you can, at both the sales and operation levels.  And always provide your best advice to borrowers coming in the door and even those going next door...

Don't be petty... and make it difficult for them to move on.  Instead figure out why they left.

You won't win them all, but you will win their  respect...  and respect wins you return customers...  even the ones that make a detour for a transaction somewhere else first.

So let the others, "Go low"...

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