(#211) Dear Management:

December 27, 2019

Tell me one loan product or segment, that you have promoted to your loan officers in the last month or two?

There should not be cricket sounds here people...

The latest refi boom is ending and we're into slower months... so what are you doing about it?

Are you re-energizing a strong purchase push?  Is that an option in your area?

Are you pushing new market segments for old dogs?  Like Reverse and Non-QM or focusing them on solid gov't production?

Or are you just gonna accept lower volume and cut operations staff accordingly?

One decision path is FORWARD thinking, one path is reactionary.

Think forward people!

Find my book and blog at [www.mrtenkey.com](http://www.mrtenkey.com/)

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