(Mr. Tenkey's Tips #252) www.mrtenkey.com

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Dear Management:  Have you measured... how your apps come in the door?

You should...

Because the answers will tell you if you're moving forward or stuck in the past... no matter what your origination makeup is.

Take a traditional retail shop... if your % of online apps is below 80%.

Then you my friend... are kickin' it old school.

Take an online lending shop... if your % of apps making it through to funding (without falling offline to pools of live loan officers) is below 80%.

Then you my friend... are kickin' it old school.

This isn't the only detection spot for this analysis... just the first...

And if this evaluation is not favorable... chances are you're NOT doing much better up stream... in your other processes.

Evolve or slide merrily into retirement... your choice.