(Mr. Tenkey's Tips #282) www.mrtenkey.com

April 7, 2020



Dear Management: Prediction #6... of GOOD changes in our industry, that will come from this BAD virus.

Old dogs WILL learn new tricks!

Remember those LO's that would meet with their borrower in person... ask all the relevant questions... then have their LOA enter the information?

Well, this virus has made EVEN those hold-outs  discover this newfangled thing called an "online application"...

(fyi - they have been out in some form, for like 10-15 years???)  But I digress...

Communication was their concern...
Borrower experience was their concern...
Service levels was their concern...

ALL valid points!

But through this adversity... new channels of communication have been found through Zoom, video emails, etc... a modern form of customer experience has emerged... and service levels remain stellar due to technological advancements, that have allowed a "work from home" workforce to stay vital.

So...

Viva la mortgage industry!