(Mr. Tenkey's Tips #295) www.mrtenkey.com

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Dear Management:  The independent mortgage bankers of the world, have always pushed "certain" facts to win the hearts and minds of potential borrowers...

Of why they should choose a banker (like themselves)... instead of a broker.

Those "facts" being the lack of control and speed, brokers have over the processing and underwriting functions, etc.... and that brokers are burdened by the further lack of control they have in the clumsy funding companies they work with.

Well guess what?

Technology is leveling that playing field.

The greater and greater automation of the operating functions of the loan process...  simply make that argument mute.

What's your new argument?  Better come up with one!  And a lower rates argument isn't gone save you these days either.

Remember, the big banks have had to deal with these types of arguments with the independents for years now....and their still around.

What's gonna keep you around?

So go differentiate something fierce... or that whole "brokers are better" motto might just win the day.