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Dear Management: A lot of you out there are adding new branches left and right...  
  
And most of you ONLY look at the volume numbers.  
  
But REMEMBER!!! there's another side to that 'ol accounting equation.  
  
Revenue - Expenses = Money in YOUR pocket  
  
UNITS drive production "expenses" (and waste, for that matter).  
  
This is often overlooked... especially when you're entering into areas with different lending habits then you're own.  
  
So yes, gross volume is a good starting point to evaluate...  
  
But if you don't work through the whole equation when evaluating a branch...  
  
You may just be taking money OUT of your pocket, instead of putting it in.  
  
My couple pennies...