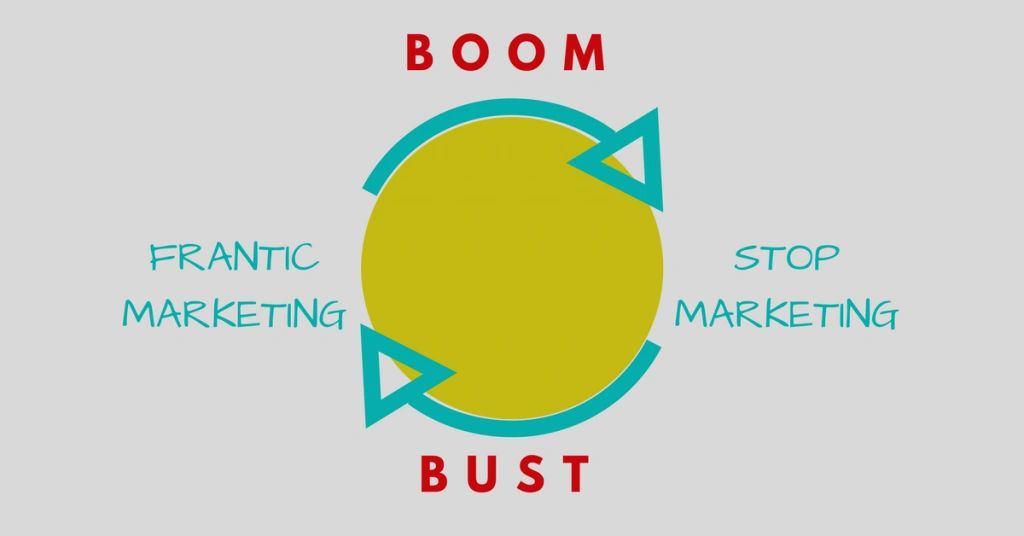
(Mr. Tenkey's Tips # 363) www.mrtenkey.com

July 30, 2020



Dear Management: The cup-th is overflowing in the mortgage business these days....  
  
But is this boom aptitude or dumb luck on your company's part?  
  
If you're taking accolades now... did YOU take the blame... let's say as near back as 2018?  
  
Remember... that whole market compression/mix upheaval thingy.  
  
Well I do... and I suspect you did NOT take the blame for that outcome.  
  
Mortgage BOOMS and BUSTS are driven by market factors that are out of the hands of most company's control.  
  
But what IS in your control and should be applauded and/or condemned...  
  
Are the teams that your company builds and the way in which they handle the ebbs and flows of the market.  
  
AND the way they increase profits and lower losses OVER the median point of what the rest of the industry is doing.  
  
THAT I would happily clap my hands for.