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Dear Management: Guess what a LOT of companies are doing right now?  
  
MISSING an opportunity. They are not working on improving their lead engagement times and corresponding pull-thru rates.  
  
As their pull-thru %'s are no higher than they were in slower times (the typical time people review them).  
  
Why is that?  
  
Why is it... that when rates are as low as we've ever seen, and people are practically throwing loans at you... are your pull-thru %'s still so similar to what they've ever been?  
  
You have these loans IN HAND, this is the time to streamline, innovate, automate...  
  
In a word, CHANGE what you've been doing and improving yourself and your company... and your ROI... for all that effort.  
  
Don't only be better because of market conditions, be better because you and your company are just that,  
  
BETTER!