(Mr. Tenkey's Tips # 496) --- book available @ www.mrtenkey.com

February 11, 2021



Dear Management: I was just re-reading Post #495 and...  
  
If you change out customers for "your loan officers"...  
  
And change (my cable company) for (some lending institutions)...  
  
Mind blown!  
  
As I think the change is poignant.  
  
Your borrowers ARE NOT your only current customers... your loan officers are right in line there too...  
  
And their loyalty is not an entitlement either... but given only in trade for your service to them.  
  
Be of service, or a BIG part of them leaving... is YOU.