(Mr. Tenkey's Tips # 497) --- book available @ www.mrtenkey.com

February 12, 2021



Dear Management: The question posed in today's attached pic... "What do loan officers do?"...  
  
Should NEVER!... be a question asked by a potential borrower of yours.  
  
Why?  
  
Because YOU should have already been marketing yourself in a certain manner...  
  
To let THEM know...  
  
-WHAT, you will do for them.  
-WHEN, they should be coming to you.  
-WHY, going anywhere else would be a disappointment.  
  
PRE-THINK their questions.  
  
ANSWER... before they have to.