(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.