(Mr. Tenkey's Tips # 511)

March 5, 2021



Dear Management: Do you know which of your prior borrowers...  
  
-Are still eligible for a rate/term refi (who are these people...)?  
-Are now able to pull equity from their home, and do a cash refi?  
-Are now reaching year 5 in their first home and may be thinking of a move?  
-Are having another kid... and might be thinking of scaling up?  
-Are just now reaching retirement and might be thinking of scaling down?  
-Etc.  
  
Your answer should be...  
  
"Of course, I've consistently run analysis of my database... and look for all those things and MORE!"  
  
And that would be a good comeback.  
  
Otherwise, no worries...  
  
You just keep looking outward, for new borrowers...  
  
As your competition deals with those pesky prior ones... that you've forgotten about.  
  
My couple pennies.  
  
(More blog posts or buying my book @ www.mrtenkey.com)