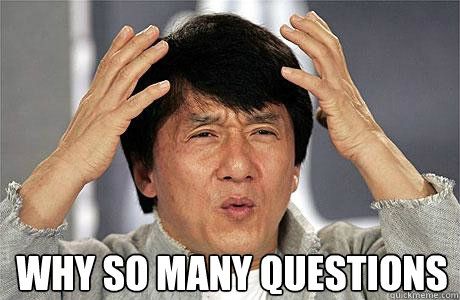
(Mr. Tenkey #520)

March 18, 2021



Dear Management: Borrowers be askin' like...  
  
"Are rates going up? or down? Should I lock? or not?"  
  
But the scariest... "What should I do?"  
  
Why?  
  
Because THIS is the point where a loan officer can step over the line, from educator, advisor... to PROMISER of the future.  
  
An LO won't do it intentionally... but the borrower may not see it that way... and their attorney most-definitely, will not.  
  
Seasoned loan officers understand, and walk that line well.  
  
But are all your LO's "seasoned" enough? And how about in a market of what appears to (most likely be) rising interest rates?  
  
See how I did that? Didn't promise rising rates, just gave a prediction, based on current market analysis.  
  
Make sure ALL your LO's are versed on the right scripting, for those types of conversations.  
  
Because even if you don't lose at the courthouse, the court of public opinion can express itself FAR more cruelly.  
  
Just think of this headline about your company... "Elderly widow convinced not to lock, on a promise from her LO that they'd go down shortly. Rates shot up after that conversation, and she had to lock in at a full 1% higher. The company denies wrongdoing."  
  
So I ask again... your LO's properly scripted?  
  
(More blog posts or buying my book @ www.mrtenkey.com)