

# GROWING PROFITS

## What's a Profitability & Performance Review?

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by JOE GARRETT and CORKY WATTS

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A significant part of what we do is help mortgage bankers increase their revenues, better manage overhead, and minimize risk.

How?

This is through a *Profitability and Performance Review*, a very thorough on-site analysis of all aspects of a company's business operations. At the end of the intensive two day assignment, we get to work on a full report on *very specific ways* the company can improve its situation immediately.

We skip the consultant-ese jargon. We look for very concrete ways a company can start making more money right away.

We've helped many companies improve their margin selling loans. Once it was by only 3 basis points. Other times, it's been as much as 60 bps.

And it's nothing fancy. It's a lot of simple stuff like helping you move to mandatory, doing bulk sales, using assignments of trade

and so on. We'll figure out what needs to be done -- and show you how to do it.

But that's just one example.

The real goal is to give you the tools to make better decisions in the future. Yes, we'll find ways to improve your bottom line next month. But the goal is for you to find ways to do this on your own long after we've left.

You'll better understand where and how you make money, where you might be losing money, and *what to do about it*.

We've long said that *you can't manage it if you can't measure it*. And we'll give you the kinds of reports you need to slice and dice your business in ways you've probably never thought about. You'll no longer manage your business based on intuition.

You'll manage it based on hard numbers.

One example: we've had many clients who think that certain

branches are their most profitable ones. But once they have these reporting tools, they often find out that what they thought were the *most* profitable are actually their *least* profitable. The same is true for loan officers, account executives, and entire channels.

We could go on and on. No two companies are alike, but we've yet to find a company we couldn't help.

If you're interested in finding out more, give us a call.

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