



YOUR VOICE - BY RALPH LOVUOLO SR.

Why Do We Need People?

I'm all for more and more technology. Technology is good. Anything that makes my life easier, less stressful, clearer and easier to understand, more immediate, requires less thinking that then allows me to be able to think of new ways to make my life easier, I'm all for that. I have a MacBook Pro, an iPhone and have had to replace the battery in my computer twice because I use it so much. It's only three years old.

But let me be clear: I'm not yet convinced that certain areas of the mortgage industry, especially the one to which I'm so closely aligned, will ever be able to thrive without the interaction of people. Oh, sure I can envision a world where people who want to buy something will sit before some screen and speak to it and tell the screen that they want to buy a car, furniture, house, suit, shoes, all of which were viewed in various views as a hologram just as if the product was actually right there in front of them. It is easy envision being in a three or four-dimensional environment where we travel down a virtual street, drive in the virtual vehicle of our choice up to a virtual house and then walk through the virtual rooms and into the virtual backyard and then make a decision to buy the house. This will be followed by

speaking to the screen and saying that if they could get a mortgage for 80% of the sales price which was negotiated virtually they could move into the REAL house next Thursday. Then three lenders will submit bids to the buyer, offering to have the money in the sellers account in a few minutes to allow the buyer to order the mover, get them to

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deliver the furniture by next Thursday morning, all while sitting before the screen.

But how soon all that will be is difficult for this human writer to imagine.

For at least the next generation will loan officers still be a necessary part of the mortgage scenario? Will some loan officers do better than others at their job during this time period, regardless of the company that they work for? I imagine so. And then I ask, why? My mind then leads to posit the following truism, at least for my lifetime. Some do and will do better than others because they are better trained, better motivated, better informed, better coached. During my lifetime, is it necessary that what I love to do, what gets me out of bed in the morning, what motivates me, what helps me be a better person, will become more automated, more efficient? Sure and yet, without some someone holding another someone to a set of goals, following up to be sure that they are receiving positive feedback from a Human person, I believe what I do will be needed, nay required for at least the next generation. I'll leave it up to you techies and geeks to think beyond then.

People need to interact. People need to be social. People need the human spirit to encourage, frown, smile, motivate, help and approve. Do I believe that this can and will be done by a machine with the proper software some day? Yes, but not yet!

What I do is valuable beyond money. The right kind of coach brings all the above to the table, including the stories that led to the conclusions required to help achievement.

Good coaches are hard to find. I don't see any software being able to do that, at least not yet. ❖

Ralph LoVuolo Sr. is president of Mortgage Motivator, a consulting business whereby he shares over 50 years of experience in the mortgage industry with industry professionals at all levels. Ralph's vast experience in the mortgage industry is demonstrated by having been involved in more than two billion dollars of mortgage production.