

Have You Ever Heard Of Your Reticular Activator?



Did you even know you had one?

A reticular activator (RA) is that part of your brain that heightens your awareness of certain things.

For example, you buy a red Mini Cooper and suddenly you start seeing cars like yours all over the road. Pregnant women notice other pregnant women. That's the sort of thing your RA makes you aware of.

What does this have to do with your lending transaction?

Well, your RA is "turned on" already. You're going to find yourself talking to other people who are thinking about buying a home, obtaining a mortgage or refinancing all the time!

**And when you're having those conversations,
please think of me, take out your cell phone and call me 913 915-1855.**

My goal is to spend my time serving great clients like you, and those you introduce to me, rather than advertising to the general public for new business.

I thank you sincerely – and so will the people you introduce to me!

That is how I build my business "by referral only."

Jim Yarrington

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