A word is split into two. The two parts may, or may not, have an equal number of letters. The letters of each part are, respectively, rearranged to make a 2-word phrase.

ANGR.IEST - GRAN TIES
ASH.AMED - HAS MADE
BAL.LOTS - LAB SLOT
BEA.RINGS - ABE GRINS
BUS.TLE - SUB LET
CINE.MAS - NICE SAM
CONSI.DERING - COINS RINGED
DIS.PERSE - SID PEERS
DIM.MEST - MID STEM
ENT.ERTAINED - TEN RETAINED
FLESH.IEST - SHELF SITE
GAN.GLION - ‘NAG’ LINGO
GREAT.EST - GRATE SET
HORT.ENSE - THOR SEEN
INSP.IRES - SPIN SIRE
INSUR.ING - RUINS GIN
IREL.AND - RILE DAN
JANUARY - JUAN RAY
KISS.INGER - SKIS REIGN
LEVI.TATES - EVIL STATE
MAND.ARIN - DAMN RAIN
MAR.TIAL - RAM TAIL
MASS.ACRE - SAM’S RACE
MATERI AL - TEAM LIAR
MILA.NESE - LIAM SEEN
MIT.TENS - TIM SENT
MOT.OWN - TOM WON
MUPP.ETS - PUMP SET
NORW.EGIAN - WORN ANGIE
NOS.IEST - SON TIES
OVERL.AND - LOVER DAN
PART.IAL - TRAP ALI
PROC.URES - CROP RUSE
QUIET.EST - QUITE SET
REAR.ING - RARE GIN
REMIN.ISCE - MINER ICES
REPE.ATS - PEER SAT
RISS.OLES - SIR'S SOLE
ROSE.MARY - SORE MYRA
ROU.LADE - OUR DEAL
SA.LINE - AS NILE
SNOR.ING - RON'S GIN
SOUTH.END - SHOUT 'NED'
STALE.MATE - LEAST TAME
TEM.PESTS - MET STEPS
THI.RTY - HIT TRY
TOEN.AILS - NOTE SAIL
TOUS.ELS - OUST LES
TRUC.IAL - CURT ALI
UNDE.RSIDE - DUNE DRIES
VANISHES - VAIN HESS
WRAINGLE - RAW GLEN
XERXES - REX SEX
YEASTIER - EASY RITE
ZENITH - NEZ HIT (NEZ is a direct marketing channel for restaurants)

The order of the letters in each of the two letter groups in the initial word may be reversed:

BOSTON - SOB NOT
DAMSEL - MAD LES
DROWNEDE - WORD DEN
GARDENER - DRAG RENE
NOMAD - ON DAM
NOTES - ON SET
SIXES - IS SEX