



1. Help Homeowners in Ways You Can't Imagine
2. The Numbers
3. Control Your Market
4. Build a Bullet Proof Database



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4 Conclusive Reasons You **MUST** List Short Sales!



CERTIFIED DISTRESSED
PROPERTY EXPERT®

4 Conclusive Reasons You MUST List Short Sales!

1. Help Homeowners in Ways You Can't Imagine

You have the opportunity to have a massive impact on the lives of people in your community. Homeowners need educated Realtors now more than ever.

A foreclosure is not just a legal process it is an emotional one. Families panic, people take desperate measures and homeowners don't know where to turn. You as a licensed real estate agent can be a beacon of hope and information.



Once you understand the short sale process you will be able to help these homeowners and will be seen not just as an agent but a hero.

2. The Numbers

Short Sales and Foreclosures will be up to 50% of the current market (in some areas even higher). While there are many viable go-to-market strategies, one that leaves out half of all closed sales simply is not a viable one.

You need to get in on this business now so that every listing appointment is an opportunity to help even when the homeowner does owe more on their property than it is worth.

3. Control Your Market

A foreclosure is opportunity lost. Once a property is foreclosed on and taken over by a lender, the lender will most likely assign it to an REO agent. Banks are in the business of loaning money, not in the business of owning property so they will most likely discount the property until a sale occurs.

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This is also an opportunity lost to help a homeowner or family in distress, this is as important or more important than just protecting market price.

4. Build a Bullet Proof Database

When you save a homeowner from the financial ruin of a foreclosure, You will create a client for life. These homeowners do not forget the agent who helped them through this process.

These clients will become a passionate referral base for you for years to come. One agent we met through the CDPE Designation told us about saving a family from foreclosure during the Savings and Loan Crisis. That family has referred a deal a year minimum, for the last 20 years. The most important deal she ever helped them with however was the purchase of their next home.

Short Sales Can be the Most Rewarding Segment of your Business!

