



SHORT SALE MEDIATOR

Welcome to the first week of training. I wanted you to have this Quick Start Guide to help bring some clarity to finding and handling the short sale deals that you have coming in.

This packet should be enough to get you started and thinking on ways to not only increase your volume of business but give you ideas that have already been proven to work around the country.

Our organization has changed with the market and has evolved to bring you the most comprehensive short sale system that is on the market today.

I hope you find this information useful.

Very Sincerely,

Gerry Archiprette

What We Will Cover:

Where Do I Find Short Sales?

- Forming a List

How Do I Contact Them?

- Creating a Campaign

What Do I Say To Them?

- Pitch, Scripts, Emails, and Letters

How Do I Make Sure it's a Short Sale?

- Qualifier Sheet

What Do I Need to Know about Short Sales?

- Short Sale Frequently Asked Questions Package (attached as a separate file)

What Do I Need to Give a Qualified Short Sale Homeowner?

- Moving Forward Plan Frequently Asked Question Package (attached as a separate file)
- Moving Forward Plan Homeowner Package (attached as a separate file)

What Do I Do When I Meet a Homeowner at Their Property?

- Homeowner Appointment #1 Outline
- The Selling Process
- What to do if it is a Vacant Property

How Should I Get Started?

- From off the couch to getting a listing

Where do I find short sales?

In order to find prospects you need to start with a list. There is no better list than the people you know. You already have crossed a major hurdle simply by having a relationship with someone. Remember people do business with people they trust. Take an hour and sit down to create a “Who do I know?” list. Put down their name, association to you, phone, and email. Here are some categories to get you started.

Who do you know list?

Type of Contact	Why they are good candidates
Mortgage Brokers	Failed refinance clients
	Clients that refinanced within 3-5 years
Developers	Developments not selling
Title Companies	They know everyone
Insurance Companies	Cancelled or expired policies
Contractors	Failed projects
Real Estate Investors	Nonperforming rental inventory
	Wholesale Investors that don't do short sales
Attorneys	
Real Estate	Alternative resource for short sale homeowners
Probate	Clients that need to liquidate Short Sales
Divorce	Clients that need to liquidate Short Sales
General Practice	Alternative resource for short sale homeowners
Real Estate Agents	Don't want to do or know how to do a short sale
Homeowners	
Contact List	Great word of mouth advertising
Previous Clients	Especially properties bought within 3-5 years
	Low down payment homes
Groups/Associations	Great word of mouth advertising
Friends and Family	Offering a trusted resource for those that need help

You can use the list on the next page to input all of your contacts or simply use an excel spreadsheet. If you already have a contact list, great! Now let's add to it. Remember there are no wrong answers here just keep on listing as many people as possible without stopping.

Once you complete your list go back through it and highlight each name you would consider a high profile contact. Anyone that you feel may lead directly to one or more short sale listings

How do I contact them?

Okay, now we have a list so let's determine how we are going to contact the names on that list. Some of this will depend on what information you have (email address, phone number, mailing address) the other will depend on your relationship with them. We suggest the following as a marketing campaign. Don't be overwhelmed this is a simple step by step guide to getting you started. We will add marketing materials each week.

Here's a little psychology 101 when it comes to prospects and marketing.

The first barrier is trust which you will have a leg up on the competition because for all intensive purposes your prospect already knows you. By the way don't expect a great result from those that know you, but don't like you.

Second you need to get their **ATTENTION!!!** The average person can take up to 7 contacts to finally register a response to your marketing. We live in a world where multi-tasking is talking on your cell phone, while driving, having the radio on, a DVD for the kids, and ordering food at a drive through all at the same time. You need to consistently send a targeted message to your prospects in order to elicit a response. This is where we are now.

Here is a typical campaign

Day 1 Create List - Who do I know?

Day 2 Email entire list – Program Announcement - **Email in packet**

Day 4 Send a Letter - Previous client homeowners – **Letter in packet**

Day 7 Call - High Priority Contact – Use Phone Call Script – **Call script in packet**

Day 12 Post Bulletin – Associations and Group bulletin and message boards

Day 15 Referral Email - Professional contacts

Day 21 Testimonial Letter – Previous client homeowners

Day 28 Email entire list – Community Update

What Do I Say To Them?

I'm sure you have all heard of an elevator pitch. If you had 30 seconds to tell someone what you do what would you say right now? If can't clearly and consistently tell someone what you do in a short period of time then you are literally selling yourself short.

Here are a few things about elevator pitches:

1. THEY WORK!!!!
2. Practice them until they are memorized
 - a. At first it will almost sound robotic, but the more you practice the more it sounds comfortable and confident you will appear.
3. You need to go with the flow
 - a. If someone stops you in the middle or if there is an interruption in a pitch do not become frazzled. You need to adapt with the conversation. Always use the talking points to get back on track and give them the benefits.
4. Steer the conversation to an end
 - a. Knowing what you are talking about is great and you can impress a lot of people, but without an end you will entertain those who time suck always aim the conversation back to an end.
5. Qualify and Identify
 - a. Figure out can I help this person with what I am capable of doing. If not give them a referral. We can't help everyone with every problem; focus on what you know and what you are good at. There are professionals in other fields for a reason.
6. Call to action and ask for permission
 - a. Always, always, always leave a prospect or referral with something to do next. You should have an indication of whether or not they are personally interested, have a referral, or could be a future referral through word of mouth. Here are a few ways to close out:
 - i. "If you are interested we can setup a time to meet at the property, what day works for you?"
 - ii. "Here is my card I'll leave one for _____ and one for you to hold onto. Have them give me a call and I can explain how we can help. Do you have a card or an email address?"
 - iii. "Well, if you know someone that needs help with a short sale here is my business card. Do you have a card as well?"

NOTES

- The Law of Reciprocation:
 - o When we give something to someone people will most often feel compelled to give something back. You get a birthday gift from your friend you will feel awful if you show up to their party with nothing in hand. So what can we give the people we speak to? You can hand someone a business card, they will feel the need to give one to you, or at the very least an email address. If you give someone a quality referral without asking for anything in return as long as you set it up correctly they will refer someone to you whenever they come across the opportunity. Just as I have sent this package of amazingly good and absolutely free information to you, you may feel obligated to respond by going out and getting 10 short sale listings to submit (by the way this is something you should really consider doing) But remember it is all about giving quality and you will receive quality.

- 95/5 is the new 80/20
 - o We have all heard the old sales adage “80% of the sales will be done by 20% of the people.” Well in this business it a lot more like 95% of business will be done by 5% of the people. Why? Let’s face it short sales are supposed to be hard and people don’t normally do things that are difficult. You have taken the first step by getting started, but the next step only you can decide. Those with a high (GSD) Get Stuff Done mentality will go out and make a lot of mistakes which will eventually equal a lot of money. Don’t over think success just go out fail, learn from your mistakes, and prosper.

- Follow Up
 - o The other biggest separator of being somewhat successful to dominating is following up. Many of these prospects may not be ready (mentally or financially) for a short sale right now, but simply by staying in touch with them once a month you will see what happens. As right now 70% of all new loan modification plans redefault within 12 months. When they are ready who will be there to help them? It will be the one that was there all along checking in with them, the one that referred them to get their loan modification, and the one that has a plan to help them now. Just make sure that that someone is you. Not only do you not want to lose a listing, but you want them to succeed as well.

Pitch

General “I have a buyer” pitch

RE Agent: “I specialize in assisting homeowners with short sales. We’re different than any other real estate agent because we have a buyer that will make an all cash offer immediately. The buyer will work to get you a full settlement of debt with the homeowner’s lender. This is where you would not owe anything to the bank. That sounds like what you are looking for isn’t it?”

General “Moving Forward Plan” pitch

RE Agent: “I work with a nonprofit housing counseling program called Moving Forward Plan; it helps homeowner’s, in a situation like the one you’re in, to successfully transition during a short sale. Along with having a nonprofit counselor to assist you we also provide you a buyer who will make an offer on your property immediately. This plan is the best possible choice towards getting a settlement of debt with your lender. This is where you would owe to the bank. How does that sound to you?”

Talking Points:

Think of what direct benefit is there to the homeowner. When a homeowner asks you further questions always refer back to the direct benefits to them

Features and Benefits

1. Immediate offer on all properties that qualify
2. All cash offer which bank love
3. Can stop foreclosure auctions immediately
4. Limits the amount of damage to your credit – possibly buy again in 2 years
5. Negotiate for clients to get a full settlement of debt on all of their accounts
 - a. No Deficiency Judgments
 - b. No Promissory Notes
6. Counselor to assist in developing a transition program
 - a. Including Credit Repair
 - b. Assistance when a new rental requires a rent check
 - c. Long-term counseling to buy a house in as little as two years
7. Certified Moving Forward Plan agent
 - a. Specialized training to assist transitioning homeowners in a short sale process

General Announcement Email

This will be sent to everyone on your list. As you will see it does not look like a blast email. The point is you already know them so act as if you are sending a quick useful email to a buddy or colleague.

Subject: Hey I wanted to let you know about this new program

Hi _____,

I wanted to send you a quick email and let you know that I have just joined up with a new group that helps homeowners with short sales. It is called Moving Forward Plan and is the first program to combine nonprofit foreclosure avoidance counseling and certified real estate professionals. The program helps counsel and transition homeowners while a community partner helps purchase their property. It is absolutely amazing.

If you know anyone that is struggling with their mortgage and is considering a short sale they might eligible for this. They can call me directly at 555-555-5555.

I think it is our responsibility to take action and help our community. Check out www.movingforwardplan.net and see all about what it can do for our community.

Talk to ya soon,

Dave

Letter to Homeowners you have sold a house to within last 3-5 years

Most of these homeowners will be upside down in equity depending on the amount of down payment and how long ago they bought. You were there to help them buy a home and now they will need your help again.

Enclose a few business cards inside

Hi _____,

I wanted to send along a letter to see how things were going? I know that economically times have been tough and it might not seem like things are getting better anytime soon. I wanted to let you know if you are having any trouble with your house or mortgage I am still here to help out.

We have seen what the recent housing slump has done to our community and I and other real estate agents have decided to help out families that are in need. We have partnered up with a local nonprofit organization Alliance for Community Empowerment to work on a new program called **Moving Forward Plan**. Moving Forward Plan helps homeowners that have homes where there is no more equity and they can no longer afford to make their payments. We can help avoid a foreclosure, reduce the damage to your credit, and there is already a buyer willing to purchase an eligible home so you won't have to waste time putting it on the market.

Most times situations like these it can seem like your alone, but you're not. If you need to speak with me or if you know someone that needs help I'm here just call me 555-555-5555.

Sincerely,

Dave

PS Please if you know of anyone that needs help tell them to visit www.movingforwardplan.net for more info. I have also put some cards inside for anyone that you know it might help.

Together as a community we can help each other get back on our feet.

Call Script to High Profile Contacts

When you are contacting someone you know it is really not so much of a typical “cold call” script as it is more like you are letting a friend or colleague know what you are doing these days and if it can help them or someone they know. Use the pitch you have already learned as a way to enter this into the conversation and then hit on the particular points of interest to them. Here is a layout of what this looks like.

RE Agent: “Hey, Bill how have you been?”

Prospect: “Doing okay, yourself?”

RE Agent: “Actually doing really good. I was wondering do you come across any homeowners that need to do a short sale.” (You can use a specific line for potential professional leads i.e. mortgage brokers = failed refinances)

Prospect: “Of course there are a lot of people upside down out there.”

RE Agent: “Can I ask where they are going for help?” or “Where do you send them for help?”

Prospect: “I just tell them they should find an agent to sell their house.”

RE Agent: “I just partnered up with a new nonprofit program called Moving Forward Plan; it helps homeowner’s, in a situation where they have no equity and need to sell. Along with having a nonprofit counselor to assist you we also provide a buyer who will make an offer on your property immediately. This plan is the best possible choice towards getting a settlement of debt with a lender. Do you think this would be a good resource for (you/your clients/your friend)?”

Prospect: “It sounds very interesting. How would I learn more about it?”

RE Agent: “You can go online and check out their website it’s www.movingforwardplan.net, but in the mean time if you come across anyone that might need to do a short sale would you refer them to me?”

Prospect: “I’ll check out the site and let me get some cards just in case”

RE Agent: “Great Bill, I appreciate it. do you have any current clients or other professionals this might see the benefit of this?”

Prospect: “Actually I know that some of the other guys in the office probably have people that need this help.”

Short Sale Systems

Quick Start Guide

RE Agent: "Would you mind if you gave me a few of their names and if you let me tell them I already spoke with you about this?"

Prospect: "I can give you a couple of names that would help."

RE Agent: "Thanks Bill, check out the site and here are a few business cards"

NOTES

Notice the end of the conversation with Bill, not only did the agent ask for a referral of his own clients, but also a referral of any names of anyone else that would have clients that would benefit from this. Another way to do this is

- Get a list of other professionals in the same office as your contact and set up a meeting with your professional contact.
 - o Tell the prospect "I planned on asking a few other people in the office if their clients could use this service, would you mind looking over the list and let me know who you think would think this is a benefit?" "When I speak to them is it alright if I tell them that you are sending qualified clients to us now?"
- This will allow you to get a good list and also use their name as a referral

How do I Make Sure it's a Short Sale?

Before you begin...

Prior to bringing any listing to Moving Forward Plan for our services please make sure you a review the criteria below:

- You must answer yes to each of the following questions

Property Eligibility Questions

1. Are you currently either behind or struggling to pay your mortgage payment?
2. Is your property worth less than the balance of your loan/s?
3. Have you contacted your mortgage servicer or a HUD Approved housing counseling agency and the options they offered did not help your situation?
4. Is the Property a one to four family home?
5. Are all members on title accessible to return calls and sign paperwork?
6. You are not currently in bankruptcy proceedings

What Do I Do When I Meet a Homeowner at Their Property?

Scheduling the appointment

- Confirm that all members on the deed will be present
- If possible always make the appointment during the day
 - For safety and to take exterior pictures
- **Confirm the homeowner/s have completed the MFP Homeowner Packet and has retrieved all documents requested (this will save you a lot of time)**
- Contact the homeowner/s to confirm the meeting time before leaving for the appointment

At the appointment

- Meeting with the homeowners –Review the Selling Process for an outline
- Take MLS Photos of the property
- Complete Listing agreement
 - If a new listing –create a full listing agreement at market value
 - 6% commission (3% buyers agent 3% selling agent)
 - Listing time of 120 days
 - This will be withdrawn after Desmond's offer is signed by homeowner/s
- Desmond Properties DVD given to the homeowner
- Pickup a copy of the house key
- Setup the lock box on the house
 - If house if vacant place ATTENTION Notice on Door
- Schedule the appointment to sign offer documents

After the appointment

- Send in (instructions on MFP Homeowners Package)
 - Moving Forward Plan Homeowner Package
 - Listing Agreement
- Please make sure all requested documents are completed and sent in at the same time. We will not accept separated documents or incomplete documents
- Once the completed Homeowner Packet is submitted you will receive a call regarding the Case to help you with the next step

The Selling Process

1. Setting the tone
 - a. Thank the homeowner for the opportunity to meet
 - b. Set the length of the meeting (25 minutes max)
 - c. Set the agenda (In the next 25 minutes we will...)
 - d. "If you can show me around the house I would like to see the condition of the property first. Then we can sit down and go over how this will work and what we have to do next."
2. Bond and Rapport
 - a. People do business with people they like
 - b. People like other people that are similar to themselves
 - c. Mirror don't match
3. Problem
 - a. Ask the homeowner "Where can we sit to go over a few things?"
 - b. Ask and listen
 - c. Open ended questions (2 to 1 ratio) that reinforce pain before solution
 - d. "Can you explain a little about what has been going on with the house?"
 - e. "What other options have you tried?" "How has that worked?"
 - f. "What is it exactly that you would like to see happen?"
4. Solution
 - a. Focus on the benefits that matter most to them
 - b. Most people need an answer and need direction to lead them to closure
 - c. "What we will do is submit all of the paperwork you have gathered, once that is complete, Desmond Properties, the buyer, will complete a written offer. We will come back here and have you sign those documents. This will complete all of the documents required by your lender and your short sale package will be submitted directly to them. Then we will begin working on getting your loan settled with your lender. Typically this takes 4 – 6 months.
5. Decision
 - a. Define the decision they are making
 - b. "When you sign this listing agreement you will begin working towards having this all behind you."
6. Closing time
 - a. Do you have any questions?
 - b. What would make you more comfortable?
 - c. Are you ready to begin?
7. Sign up