

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