

# Thriving with Short Sales

9am-Noon on March 24th, 2009

## When, What, Why and Where.

**When:** 9AM- Noon March 24th 09

**What:** A Class On How To Get & Close Short Sales.

**Why:** Because Short Sales Are Sell able Listings.

**Where:** MCAR, Troy  
2125 Butterfield, Suite 100  
Troy, MI 48084  
(248) 879-5730.

## Subjects Discussed:

- Prospecting for Short Sales
- Converting a phone call to an appointment.
- Listing presentations
- Hardship, documents and how to protect your commission.
- List to sell and introduce yourself to the bank.
- Handling offers and working with the bank(s).
- Keeping the buyer, the buyer's agent, the seller and the bank focused and calm.
- QB the deal, run plays, control the clock and get paid.
- Avoid getting sued and document everything.
- Short Sale Payoffs, Deficiency, Balance charge offs and Promissory notes
- Pitfalls to avoid during the process.
- Dealing with the HUD, the title company and the closing.

## Why Do Short Sales:

- Foreclosure agents presently control more then 50% of the homes-sold Market Share, Short Sales are a way for Traditional Realtors to capture that business.
- Short Sales allow you to have salable priced listings that will attract more showings, sign calls, Internet leads and control inventory.
- You are able to sell "upside down" home that other agents will not list.
- Every Short Sale home you sell is one less future foreclosure. You are performing a service to our market.
- Your clients will think you "walk on water" and will sing your graces to anyone who will listen.
- This is the Market we are in. The Cheese has moved. You cannot wait for the Cheese to come back to you.
- A busy Realtor, is upbeat, focused and confident. Short Sales will keep you busy. "Keep You Head In The Game", HSM

## About the Speaker.

*Mike Sher has been a Realtor since 2000. Prior to Real Estate, Mike worked as a Congressional Aide and later as a Grant Writer. Through these experiences, Mike has learned how to navigate through Bureaucracies much like those in large banking institutions. Mike's Political Science background has been valuable in understanding how to working with HUD, Fannie and Freddie.*

*Mike has assisted and closed dozens of short sale listings. Through his brokerage, Mike has acted as a Short Sale consultant, Expert panelist and Short Sale instructor to his company's franchise offices.*

## Mike Sher

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