



EARN A SIX FIGURE INCOME

If you're a savvy and hardworking Realtor then the advantages of understanding how to successfully negotiate short sales are immeasurable.

Odds are you're already aware that the residential real estate market is in the midst of a national crisis. Case-Shiller index reports, as well as www.Realtytrac.com analysis, show that between January and July of 2008 housing values have plunged year over year between 12% to above 35% in most of the major cities across the U.S.

Additionally, inventory of pre-existing unsold homes have increased to an 11.2 to 12 month supply. This means that the average home that is listed today will take nearly a full year to sell and it will be selling at a significantly reduced price verses a year earlier!

With prices on a continuing decline and housing inventory clogging up the market times are tough for homeowners and Realtors alike.

However, even in this struggling market there are still a few strategic gems generating opportunities for the small group of professionals who are 'in-the-know'. The short sale process represents one such gem.

The term 'short sale' represents the process via which lenders, homeowners and buyers reach agreements on real estate sales prices that are less than what the owner actually owed the lender. With a record number of properties facing foreclosure today, lenders and homeowners alike have become more open to the idea of selling properties for less than the amount of the outstanding debt. That's exciting news for you!

As a Realtor, how many times have you or other agents in your office had to pass up on a listing because the owner owed so much on their property that selling it at market value would not leave room for you to make a fair commission?

How quickly would you be able to sell some of the properties you already have listed if you were able to lower the asking price by 10, 20 or even 40 percent?

If you were able to secure and sell only 1 additional property a month at an average value price of \$200,000, with a 5 percent commission you would be grossing an extra \$120,000 a year!

That's the kind of potential that understanding how to successfully structure and complete short sales would give you access to!

To begin learning how to identify and successfully structure short sale opportunities, we encourage you to become a Realtor Member of www.StepByStepShortSales.com today and take advantage of the ensuing foreclosure/short sale boom!