

# Short Sale Coaching Club

Brought to you by America's Home Rescue, LLC

## Included in the Program:

- ◆ Eight 3-Hour Face-to-Face Sessions with Michael and Stacy Spickes
- ◆ A Copy of *Short Sale Solutions: An Instruction Guide for Real Estate Agents*
- ◆ Samples of Marketing Materials and Assistance in Developing Your Marketing Campaign
- ◆ Scripts for Conversations with Homeowners, Loss Mitigation Reps, Prospective Buyers and Their Agents
- ◆ Unlimited Phone and Email Access to Michael and Stacy Spickes During 12-Month Program
- ◆ Mentoring in the Various Aspects of Building Your Short Sale Business and Navigating Each and Every Step of Your Short Sale Transactions

## How it works:

We will begin by setting goals for creating a business in Short Sales and then identify how to reach those goals. We will work with you on generating leads and perfecting your Short Sales transactional skills so that you will leave our program with the necessary skills to build a profitable business in Short Sales. After a year in our program, you will be an expert in Short Sales and will have the tools to create a niche in this quickly growing pre-foreclosure market that will produce clients for a lifetime!

## What will be covered:

- ◆ Lead Generation
- ◆ Components of Effective Marketing Materials
- ◆ Most Effective Marketing Mediums for Short Sales
- ◆ Building an Effective Referral Business for Short Sale Leads
- ◆ Scripts for Conversations with Homeowners
- ◆ Building a Rapport with the Homeowner
- ◆ Qualifying a Short Sale Candidate
- ◆ Distinguishing Between Qualified & Quality Leads
- ◆ What Situations to Avoid in Short Sales
- ◆ Calculating the Short Sale List Price
- ◆ Calculating the Estimated Time to Foreclosure
- ◆ Putting Together an Effective Short Sale Package That Will Get the Bank's Attention
- ◆ Understanding the Loss Mitigation Process
- ◆ Negotiations with the Bank
- ◆ Negotiations with Buyers and Their Agents
- ◆ Maximizing Your Earnings in Short Sales
- ◆ Finding Buyers for Your Short Sale Listings
- ◆ Time Management and Setting Boundaries
- ◆ Updates on Foreclosure Market Activity, State and Federal Legislation, Bank Policy and Lending Practices
- ◆ Building an Effective Short Sale Team
- ◆ Lifetime Value of a Short Sale Client

Austin Location : TBD

Mondays, 10:00 am to 1:00 pm

- ◆ July 9<sup>th</sup>
- ◆ July 23<sup>rd</sup>
- ◆ August 6<sup>th</sup>
- ◆ August 20<sup>th</sup>
- ◆ September 3<sup>rd</sup>
- ◆ September 17<sup>th</sup>
- ◆ October 1<sup>st</sup>
- ◆ October 15<sup>th</sup>

**Investment:** \$5000 (spouse or partners pay only \$2500)

### Terms of Payment:

Option One: Full payment before the Coaching Program begins

Option Two: \$1500 down and 6 equal monthly payments of \$650 each

