

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

Flower Mound Location:

United Title, 4880 Long Prairie Road

Flower Mound Schedule:

Tuesdays, 12:00pm to 3:00pm

June 5th

June 19th

July 10th

July 24th

August 7th

August 21st

September 4th

September 18th

Plano Location:

TBD

Plano Schedule:

Wednesdays, 9:00am to 12:00pm

June 6th

June 20th

July 11th

July 25th

August 8th

August 22nd

September 5th

September 19th

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

