

**S F R**

**Short Sales and Foreclosure  
Resource Certification**

# SFR Certification

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- Short Sales and Foreclosures are becoming the new “traditional” real estate
- About 1/3 of all closings today are either a Short Sale or a Foreclosure/REO property
- Many millions of home loans are upside down and more foreclosures are coming

# SFR Certification

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- NAR recognizes that a major part of our members' business is Short Sales, Foreclosures & REO's and will be for a while.
  - About 15.4 million home loans are underwater
  - 1 in 5 first mortgage home loans are upside-down
- As a member service, NAR is waiving many of their fees to make it easier for members to get critical training

# What makes SFR different?

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- Comprehensive Approach: The SFR Certification is the only one of its kind that focuses on both the Buyer *and* Seller sides of distressed property transactions
- Affordability: Until 3/31/2010 members of NAR can earn the SFR Certification for the cost of a one-day class

# What the student will learn

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- ◉ Working with finance, legal, tax pros
- ◉ Qualifying sellers for short sales
- ◉ Developing a short sale package
- ◉ Negotiating with lenders
- ◉ Tapping into buyer demand
- ◉ Safeguarding their commission
- ◉ Limiting risk
- ◉ Protecting buyers and sellers

# SFR Certification benefits

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- ◉ Education to fit your wallet
- ◉ Training on both the buyer and seller side
- ◉ Free webinars anytime
- ◉ SFR logo and marketing materials
- ◉ New skills to increase personal business
  
- ◉ Bonus: The one-day SFR course is an approved elective for the ABR Designation

# Becoming SFR Certified

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1. Be a member of NAR
2. Complete the SFR Certification course
3. Complete 3 free, one hour, webinars
4. Submit application

# Time is of the Essence!

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- NAR waiver of royalty fee ends 3/31/2010
- NAR waiver of \$175.00 application fee ends 3/31/2010
- Class fee of \$99.00 includes:
  - SFR Certification
  - 8 hours elective CE
  - Savings of at least \$225.00 compared to regular cost + application fee

# How Good is the Class?

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“This short sales and foreclosures course was without question the best class I have ever taken in my 14 years as a Realtor. About 85% of my business has been from REO sales and I’m having one of my better years because of this course. Even though I have done a lot of REO sales, I learned so much in your class, I wish it was mandatory.”

Barb Bryant, Janko Realty, Peru, Illinois

# Coming to a Town Near You

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Locations already booked:

- Gulfport
- Picayune
- Hattiesburg
- Jackson
- Starkville
- Oxford