

THE
VOICE
OF THE

FORCE

FROM THE CHAIR

Real estate agents face unprecedented challenges in their business this year. To overcome these hurdles, I charge each FORCE member to make the theme of year “growth.”

While a slowdown presents economic hardship, it also presents an opportunity to hone the skills that will set you apart in the market when activity picks up.

In this edition of the *Voice of the FORCE*, we bring you insights from our members on how they are picking up the mantle of growth this year. In “Be Visible and Precise,” Steven Pagano shares how he delivers unparalleled service to his clients. Then, be sure to read “Predicting the REO Wave” by Jim Hastings, to arm yourself with important market knowledge. Next Don Orsini shares how agents can invigorate their business with new life in “Transforming Real Estate.”

How else can the FORCE help you grow your business during this year of change? We want to hear—please reach out to us at FORCE@TheFiveStar.com.

Best regards,

Justine Jimenez Garcia
FORCE Advisory Council
Chairperson

Founder and Principal Broker,
Countrywide Properties ERA

**JUSTINE JIMENEZ**

Garcia is the Founder and Principal Broker of Countrywide Properties ERA, based in Miami. She has more than 20 years' full-service real estate industry experience and 12-plus years' experience managing and selling REO properties in surrounding areas. Countrywide Properties ERA provides services related to REO, property management, short sales, and residential and commercial sales. Employees are bilingual and the company is 8(a) certified, women and minority-owned.



NEWS BRIEF

An Important Role to Play

Surveyed homebuyers report that a trusted agent was vital to their ‘peace of mind.’

The National Association of Realtors (NAR) found that 65% of potential buyers who attended an open house with in this past year felt comfortable enough with the safety precautions taken to say that they would have no hesitation to do so again.

Additionally, nearly 47% of home buyers felt that recruiting the help of a real estate professional was even more vital and desired than before the pandemic arose, citing peace of mind as the main benefit of such aid. Also, 54% of buyers and 62% of sellers agreed that specifically because of the uncertainty swirling around them thanks to COVID-19's impacts, the extra guidance from an expert was among the top of their must-have list now.

Additionally, six out of 10 buyers

and sellers surveyed counted real estate professionals—specifically buying and selling of property—to be an essential service. As to which part of this service was most valued and appreciated, a little more than half of those surveyed (51%) revealed that they found online listings most helpful for providing information versus if they would try to discover it of their own accord. Along this same vein, 56% of respondents felt that above and beyond the help of online listings, an actual real estate agent would be beneficial in saving them even more time.

All of this is good news for the industry, which many feared might suffer even more from the pandemic, especially concerning buyers and sellers possibly eschewing jumping into the market altogether.

NAR President and broker and San Francisco's Malta & Co., Inc., Vince Malta, voiced his relief at continued buyer interest and also offered hopeful wishes for the future: “The real estate industry—and our country—has endured some very challenging times for several months, but we're seeing signs of progress and we are earnestly hoping the worst is behind us.”

Malta also stated: “While we celebrate homeownership month, we embrace today's version of homeownership and the unique paths homeowners take to realize their dream. For prospective buyers, the desire to own a home remains strong and the guidance, expertise, and professionalism Realtors provide is more important now than ever.”

Transforming Real Estate

During this time of change, there is an opportunity to reinvent the real estate business.

By Don Orsini

In the past there have been people who have tried, but failed, to re-invent the real estate business. Who doesn't remember r% listings that became popular during the boom years? There was a lot of talk on how these companies were going to take over but when the market collapsed in 2007, they suddenly disappeared as quickly as they came. But with the explosion of information on the internet and the rapid rise of mobile devices, there is the real possibility that transformation can occur.

Many people look at the real estate industry and see a large pool of money. These are the same people who went after travel agents and car sales. They believe that real estate agents are just paper pushers who collect large fees without bringing any real value to the transaction. They also think that they can simplify the process so that everything can be done electronically. Their goal is to take the agent out of the transaction lowering commissions but at the same time collecting fees.

It is important to understand that we are in a transition period. Real estate is moving from an information-based industry to a service-based industry. To date, agents have been in control of listing information and have had the most accurate and current information. As more of this information becomes available on the internet it is easily accessible by the general public and can be trusted as valid. Realtors lose their competitive knowledge edge. This is similar to what happened to travel agents once the airlines took away their exclusive ticketing system.

Our business model is changing, and we can choose to ignore it, fight it, or we can embrace the change and use it to our advantage. The key to being successful in the future will be customer service and education. It is time to change the perception that people have of real estate agents. This can be accomplished by increasing the educational requirements that are needed to get a license and making sure that once someone gets their license, they are properly trained in all facets of the real estate process.

I know you may be reading this and thinking this can never happen but if you would like a glimpse into the future just look at the commercial real estate industry where there is no MLS and agents have to justify why they should earn their commission. Real estate will always be a people business and if you want to succeed you need to give people a reason to do business with you.



DON ORSINI was born and raised in Waterbury, Connecticut, and has attended both

Southern Connecticut State College and Waterbury State Technical College. Since 1990, he has worked for several Fortune 500 companies in a variety of capacities. In 2003, he received his real estate license and began working in real estate in a part-time capacity. He has served as President of the Greater Waterbury Board of Realtors (2017); President of the Watertown Rotary Club (2013); and was named Realtor of the Year Greater Waterbury Board of Realtors (2018). Through his involvement with these organizations, he has been able to develop relationships with both business and political leaders throughout the town and across the state. Orsini serves on the FORCE Advisory Council.

Be Visible and Precise

Delivering unparalleled customer service during a period of flux.

By Steven Pagano

For those of us who work in the default market servicing sector, we are fast approaching a time of critical action. From servicers to support staff to brokers to legal services and technology providers, we will all need to operate at peak performance to be effective and to provide an excellent experience for our clients. While the modes of conducting business may shift dramatically due to recent events, some tenets remain constant. Delivering an unparalleled customer experience is one of these constants.

Maintaining Key Relationships

An old axiom is that customer retention is easier than customer acquisition. It is much easier to spend the time keeping your current clients coming back than the time spent prospecting for new clients. Keeping your clients satisfied should always be your top priority. It's important to be willing to self-evaluate what you and your organization are doing and find ways to improve on it.

You may also want to consider asking your clients for feedback from time to time. Many will be happy to tell you how you are doing and may even offer to recommend you to others in the industry. Conduct your operation with the precision of a surgeon. Your clients will be paying attention.

Be Open to a Fresh Perspective

Both newer and seasoned agents and brokers can greatly benefit from a fresh perspective of their business. While appreciation for great service will always exist,

as demand increases for services across all sectors it is equally important to be considered relevant.

Keeping your REO Redbook profile up to date, as well as the various platforms you may work on, is critical to new business being able to find you. Some of the portals where you regularly conduct business may not notify you if your E&O or other documents are out of date. If your profile is out of date, or if there is missing information,

Be sure your website is up to date, and that you are appearing on the first page of Google searches.

your potential client may move on to the next best alternative.

Be sure your website is up to date, and that you are appearing on the first page of Google searches. You may also want to connect with new and existing clients on LinkedIn, and other social media resources. The key is to be visible, but also be available. Being diligent and delivering excellence will be the key to successful business relationships in 2021 and well beyond.



STEVEN PAGANO is the Broker/Owner of Pagano Properties in Long Island, New York and Principal Broker of First Hawaiian Realty in the Hawaiian Islands. Orsini serves on the FORCE Advisory Council.

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Predicting the REO Wave

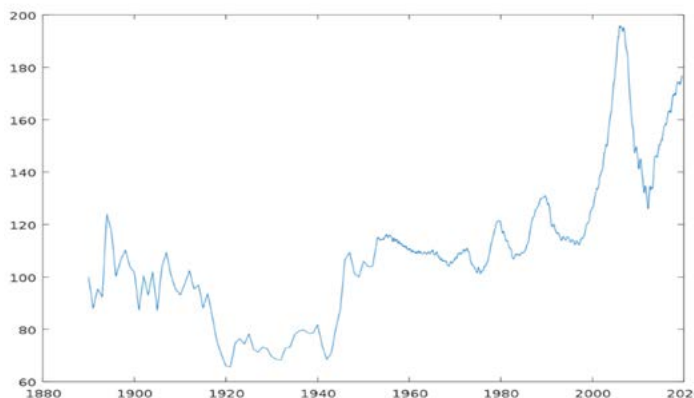
As experts examine the impact of COVID-19 on the market, one thing is clear, an increase in REOs is on the horizon.

By Jim Hastings

The 2020 Five Star Virtual Conference was a good learning experience. One of the topics of discussion was whether or not there would be an increase in REO. The predictions were not if the COVID-19 crisis would lead to an increase in REOs, but when.

Event Takeaways

Despite this, REO flow from this crisis is predicted to be 40-60% lower than during the Great Recession and is supposed to last three years. The flow should start in 2021 but remember that different states have different rules and therefore there will be different timelines. Foreclosure attorneys are receiving a lot of orders now that support what was stated at Five Star. Remember the Case Shiller Index:



https://en.wikipedia.org/wiki/Case-Shiller_index#/media/File:Case-Shiller_Index.svg

If you measure the value spike before the Great Recession, you can see the current value spike is approximately half as much. Remember that historically real estate values go up 2-3% a year and if they go up more than that the value adjusts returning to the average value. This aligns with predictions shared during the Five Star Virtual Conference the flow will be 40-60% less than during the Great Recession.

Staffing Needs

I know that we are all much slower due to the moratoriums on foreclosures, which are largely set to expire on December 31, 2020. During this slowdown, we can all prepare for the upcoming REO wave by evaluating our staffing needs. Design your staffing needs for different levels of REO and place people in areas where they will excel. We often look at the strengths and weaknesses of our employees and place people according to their strengths. After the staff is fully trained, micromanagement should be limited.

We use the web-based REO listing agent system, [Broker Brain™](#), to handle our REO needs and we can divide duties as we add staff. The system also allows for reports to be pulled so you can not only audit staff but yourself too.

Tech Tools

Your current internet service should also be evaluated. There is a huge difference between a fiber and cable (coax) internet service provider. Fiber is like taking an airplane and coax is like being on the road with a lot of other people. Fiber prices have come down a lot, so it is worth the discussion. Fiber is a much cleaner connection, there is much lower latency, and often

there is built-in redundancy (you will have much less downtime). We currently pay \$375 a month for a 100 upstream and 100 downstream connection in Las Vegas. We use VoIP phones (a phone that works over the internet instead of traditional phone lines). This allows us to deploy a phone anywhere there is the internet.

Also, consider your email pro-

Sage) and [QuickBooks](#) is also online now and includes payroll functions.

Vendor Partnerships

Lastly, I have worked on building great relationships with locksmiths, landscapers, swimming pool vendors, and contractors. I make sure to keep them updated on the current REO flow predictions and ask them to be ready as well. Making sure you have an open line of communication with the vendors

Now would also be a good time to think about what hardware upgrades or computer systems you may need.

vider. We have moved our email to [Microsoft Office 365](#). It is a cloud-based system (this means your data is saved on their servers) that has excellent support. For each email account, you will receive five full Microsoft Office Suite downloads. This means you can have all the updated Office programs on your office computer, laptop, and phone. They have both PC and Mac downloads available.

Now would also be a good time to think about what hardware upgrades or computer systems you may need. Some accounting systems work only on a PC, but there is a high-end PC streaming system that you can run on a Mac. It is made for gamers and is well made, but you can use the virtual PC environment for accounting, etc. as needed. The one we use is [Shadow](#), which is \$11.99 to \$14.99 a month.

If you have not already done so now is the time to make sure you have a good accounting system in place. We use a program called [Peach Tree](#) (which is now called

you work with will make it easier when the upcoming inventory arrives.

With all this being said, it is important to maintain a balance of work and life outside work. I have learned that you need to have set things in your life to maintain long term balance. For me, it is family, friendships, church, horses, and lots of other animals. If you haven't been through an REO cycle you will figure this out as well so you can have a long-lasting, fruitful career.



JIM HASTINGS is the Broker of Hastings Brokerage, Ltd., a Las Vegas real estate firm that specializes

in helping mortgage servicers and residential real estate portfolio managers with their complete REO process. He holds a bachelor's degree in real estate from Arizona State University and has closed over \$1 billion in residential REO. Orsini serves on the FORCE Advisory Council.



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WHAT SETS US APART FROM THE REST:

- I answer the phone
- Professional pics
- Fast re-keys
- I handle the utilities (water, electric, gas) where applicable
- Large buyer network ~ "Paid advertising: Realtor.com, Zillow, Trulia and more!"
- First class marketing for each property
- Local expertise-HOA, local ordinances (State, County, City), etc.
- Aggressive cash-for-keys and eviction coordination
- I regularly check subject properties to avoid squatters
- Same day occupancy check guarantee
- 48-hour BPO's are timely and accurate
- Team of assistants focused on selling for top dollar and closing fast
- Two-hour response guarantee!
- Effective and timely communication with Asset Managers
- Local network of competent, reliable licensed contractors
- RES.NET Elite Agent
- Equator Platinum Agent Certification
- Equator REO Agent Certification
- Excereras
- Pyramid



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Luxury Housing Market Booms

A Redfin report explores the rise in high-prices homes while the mid-priced market falters.

The third quarter saw the largest increase in luxury home sales since 2013 with a 41.5% increase year-over-year, according to a report from Redfin.

At the same time, “expensive” home sales rose by just over 17% year-over-year. Mid-priced home sales went up by 3% and affordable homes went down by 4.2%. The most affordable housing sales decreased even further, declining by 4.8% year-over-year.

The report shows that the median price of luxury homes during the third quarter was \$862,700, which is a 6.3% increase year-over-year. The median home price for expensive and mid-priced homes both increased by

about 7% year-over-year. The median price for expensive homes in the third quarter was \$402,000 and \$259,000 for mid-priced homes.

The median sale price at the affordable level was \$178,000, showing an increase of 6.3% year-over-year. The most affordable homes had a median sale price of \$90,000 with a 2.9% year-over-year increase in price.

A few California cities have seen an especially high uptick in luxury home sales, including Sacramento, Riverside, and Oakland, which saw the highest increases in luxury home sales. Sacramento’s luxury sales went up by 86.1%. Meanwhile, Riverside, CA increased by 62.8% and Oakland increased by 60.9%.

Portland, Oregon and West Palm Beach, Florida also saw major gains in luxury housing sales, increasing 60.6% and 59.7% year-over-year, respectively.

New listings for luxury homes have also risen far higher than more affordable listings. Luxury housing soared by a 45% year-over-year increase in new listings. Expensive new listings rose by 13.8% and mid-priced new listings increased by only 3.5%. The number of new affordable listings went up by a 2.8% year-over-year increase and new listings that were most affordable increased by 4.1%.

Despite the pandemic and the economic recession it has caused, Redfin chief economist Daryl Fairweather says wealthy Americans haven’t been as heavily impacted as

they usually are during a recession.

“The luxury housing market normally takes a hit during recessions as wealthy Americans tighten their purse strings, but this isn’t a normal recession,” Fairweather says. “Remote work, record-low mortgage rates, and strong stock prices during the pandemic are allowing America’s wealthy families to gobble up expensive houses with home offices and big backyards in the suburbs.”

However, Fairweather states, “scores of lower- and middle-class Americans have lost their jobs or are still renting in the city because they’re essential workers and have to commute into work,” and are far less likely to be able to purchase homes at this time.

The third quarter’s home sales trends show the uneven impact that COVID-19 has had on Americans with less financial resources.

Targeted Training for Brokers Announced

Carrington Mortgage Services launches program to help agents grow their business.

Carrington Mortgage Services (CMS), a large, privately held non-bank lender, recently announced specialized training for brokers. Because today’s lending market is changing at such a rapid pace, CMS reports, it is essential for brokers to be intimately familiar with the latest trends and products, so they can provide their clients with the best solutions.

To help brokers maintain their competitive edge, CMS is now offering webinars and virtual consultations. Facilitated by Carrington Wholesale and Correspondent business leaders, these sessions can show brokers and sales teams how to:

- Identify and reach potential government, conventional and non-agency borrowers
- Assist loan officers and processors with non-agency loan guidelines
- Qualify more borrowers through manual underwriting

Use Carrington’s suite of government and conventional loans to expand their sales pipelines

“The primary focus is for us to be

a better partner to our brokers,” said Kevin DeLory, SVP, Wholesale and Correspondent, for CMS. “We want to let them know all about the products we offer and the ways we can partner with them to make their business successful.”

Although initially introduced to CMS Wholesale brokers and Correspondent sellers who previously had worked with Carrington, the program has quickly expanded to serving all brokers who would potentially be interested in offering Carrington’s diverse loan options to their customers. The sessions are also designed to accommodate individual questions and scenarios from brokers. A recent conversation with a broker who is new to the mortgage business involved a discussion of the products offered by Carrington and an examination of what products would work best for borrowers with different home loan needs.

So far, more than 100 brokers have signed up for the sessions, as well as a large group training event focused on manual underwriting. The webinars and conversations concentrate on the

areas where brokers and sellers have questions, as well as the products and services that make the most sense for their business.

“Carrington is committed to its broker and seller partners and helping them any way we can,” said Greg Austin, EVP, Mortgage Lending, for CMS. “We understand that not every client has a learning and development department, so we want them to have the opportunity to benefit from our expertise and offer a wider range of products to more borrowers.”

CMS’s considerable market advantages include “very competitive” conventional pricing, diverse agency products, FICO scores down to 500 (550 for non-agency products), extensive manual underwriting expertise, best-of-breed technology, superior customer service, and a robust nationwide network of mortgage brokers. CMS offers brokers and borrowers a diverse range of conventional Fannie Mae, Freddie Mac, FHA, VA and USDA products, as well as a wide spectrum of non-agency offerings. Carrington’s

considerable ongoing investment in technology—including process automation, machine learning, and industry-leading mortgage industry applications—is available to all brokers who work with CMS. Such technology allows brokerages of all sizes to utilize CMS’s systems to disclose to borrowers at best-in-class speed—accelerating brokers’ ability to process loan scenarios, identify loan products that will work best for their borrowers and provide exceptional personalized service to their customers.

“We are the premier underwriter who has it all under one roof, and we offer products and services some brokers may not be used to offering,” said DeLory. “That may include \$100 down for eligible FHA loans, and refi simple for FHA, which allows brokers and borrowers to take advantage of reduced income and asset requirements, a wealth of non-agency offerings, and much more. We also know that manual underwriting is an important part of the mortgage business, and at Carrington, we do it really, really well.”

Celebrating the 2020 FORCE Summit

Summit offered education and insights into the state of the industry.

The state of the real estate industry, the nuances of the servicing businesses, and government issues were all discussed at the Five Star FORCE Summit in September, part of the Five Star Virtual Conference.

The Summit began with the State of Real Estate keynote, with First American Corporation Chief Economist Mark Fleming discussing the current state of the residential real estate market, price trends, forbearances, and the impact of current events on the REO market.

Following the economic update, summit attendees learned some of the essential basics of the business, including education, training, and certifications that enable one to excel. Partnerships with REO companies were also discussed.

"It's important for agents to foster relationships with different people," said Jacquelyn Pardue, Head of Procurement, LoanCare. "The more positive you can be with those people, the more likely they are to respond to you; the

more likely they are to refer you somewhere else that could better answer your questions if they're not the right person."

The business operates on 30-day cycles, Pardue added. So it's important to build relationships when actual business activity is slow.

Industry experts followed that session with an in-depth overview and timeline for managing REO properties to provide a better understanding of how one's role as an agent comes into play.

Knowledge of government policies is essential for the success of the business, so the final event of the day included in-depth discussions of how to negotiate the regulatory maze, particularly in the wake of the pandemic.

"The communication from our government partners is so much better now than it was in the 2007-2008 period," said John Dunnery, VP, Government Loan Servicing, Bayview Loan Servicing, LLC, adding that not everything affecting real estate is related to the pandemic – like the hurricane that recently

came through the Gulf of Mexico.

"We are dealing with other things as well," Dunnery said.

"One is the FHFA announcement around the refinance surcharge to increase revenue for the GSEs for refinances. That was a surprise to the industry. I don't think anybody expected to see that for several reasons: Property values are now high; people have several ways to exit the property; we don't have adverse market conditions other than that there are too few homes for buyers who may want to get into homeownership."

To deal with the crunch of forbearances, some had recommended looked at auto-enrollment, but some may borrowers may not need forbearance, said Jim Scott, SVP of Default, LoanCare, LLC, a company that has helped 155,000 with forbearance during the current COVID-19-related financial crisis. "It's important that you have conversations with borrowers to learn what has occurred, what are those impacts, and how we can assist them. At LoanCare we've

opened up our website and our virtual response unit to allow borrowers to self-service."

The GSEs had to rise to the challenge presented by the economic fallout of the pandemic, said Jake Williamson, VP, Single-Family Collateral Risk Management, Fannie Mae. "As of a couple of weeks ago, we produced over 40 lender letters for selling, collateral, and servicing policy changes to respond to the crisis. All of that has been done in about five months. In normal times, that's about two year's worth of work. Not only has that been diligent work by Fannie Mae, but also many industry participants, servicers, appraisers have made Herculean efforts."

Williamson added that the market remains strong for REO properties.

Registered FORCE members and lender, servicer, and government guests can continue to watch the virtual Five Star Conference Panels on-demand until December 10, 2020. Visit FiveStarConference.com to learn more.

Clockwise from left: Mark Fleming, Chief Economist, First American Financial Corporation; John Dunnery, VP, Government Loan Servicing, Bayview Loan Servicing, LLC; Jim Scott, SVP of Default, LoanCare, LLC; Jacquelyn Pardue, Head of Procurement, LoanCare



New and Notable

The FORCE is excited to welcome the following agents to the membership. Take a read to learn more about them and go to FORCE.com for our full member directory.

Rafi Ahmad

GMA Enterprise



Rafi Ahmad has more than 16 years' experience in real estate sales and REO services. He

continuously provides high-quality services to sellers, buyers, and lenders in these areas. All of his clients can attest to the outstanding services he provides. All due diligence is done up front before the contract. He is experienced in various types of real estate sales, including REO, HAFA and non-HAFA short sale, estate sale, lien sale, distress (foreclosure) sale, commercial Sale, etc.

Brenda Alarcon

Keller Williams Wine Country



Brenda Alarcon has 35 years' experience in real estate and says that she "loves everything about

it!" She is here to give clients the utmost in professional and fiduciary duty. She has seen a variety of changes in the past 35 years in the real estate world. Her technical knowledge has made buying and selling of homes a smooth and easy process. She has a great rapport with a variety of agents, lenders, and title companies to help make the transaction run smoothly for her clients.

Sharlene Allen

Sharlene Allen Realty



Sharlene Allen has 38 years' real estate experience and 17 years' experience with various REO

companies. This experience includes initiating the cash for keys program, trash out, inspections, re-keying, maintaining, and securing properties. It also includes arranging for utility services, handling repair bids, preparing BPOs that reflect the current market value of the property.

She professionally and aggressively markets each property for sale. This may include staging the property for showing purposes.

Monica Dunn

Cornerstone Premier Realty



Monica Dunn is a dedicated leader with experience in helping and mentoring others to

achieve their goals. Her emphasis is on customer service to ensure satisfaction. Key competencies include strong problem-solving skills, excellent verbal and written communication, and multitasking. She is flexible, team orientated, coachable, and adapts to new challenges quickly. Her goal is to achieve the overall goals of the company and business as well as continue to grow and develop to handle greater responsibility.

Raquel Fernandez

Icon Properties



Icon Properties is a full-service real estate office located in Suffolk County.

They offer a full-service REO division staffed with a qualified team of employees who manage all aspects of REOs including billing, evictions, cash for keys, trash-outs, utilities, as well as other standard REO procedures. They also have business relationships with property preservation and property renovation companies. They do their own BPOs and are the main contact for all their properties. You deal directly with the agent who represents your assets, not an assistant or employee.

Tennille Flowers

Flowers Realty Group



With 18 years' real estate experience and seven years in the "niche" REO industry, Tennille

Flowers and team have extensive knowledge in REO disposition and are more than capable of handling all your business needs.

Lisa Garrett

Mitchell Real Estate, LLC



Lisa Garrett is the owner and operator of Mitchell Real Estate, LLC. She has over 16 years'

experience practicing real estate and vast knowledge of residential buying and selling, land buying and selling, and managing foreclosures, REO properties, short sales, and distressed properties. The real estate market and real estate business change continually so Garrett wants to earn your business by helping you with all of your real estate needs. Let her help you buy or sell your home or land.

Jerry Gerritsen

Jerry Gerritsen Real Estate



Born in Whittier, California, Jerry Gerritsen took over the family business (a small construc-

tion company) at a young age and successfully ran it for years before relocating to the Gulf Coast. During that same period, Gerritsen sold real estate in the Los Angeles market by day and went to law school at night, graduating with Moot Court honors (JD). Gerritsen now resides in the Gulf Coast area where he specializes in the luxury residential real estate market.

Paula Goodspeed

Goodspeed Group



Paula Goodspeed is a full-time broker with three assistants. The Goodspeed Group's

business currently consists of 80 percent HUD/ REO, while also working standard sales by referral. They have experience in short sales

and probate and Goodspeed has been working with distressed properties since 2010. Her team works 75 to 100 assets at any given time; this includes all phases from property preservation to complete rehabs. The Goodspeed Team has an extremely high success rate for negotiating cash for keys.

Victor Goytia

Downtown Realty



Victor Goytia is an experienced owner with a demonstrated history of working in the real estate industry. He is skilled in short sales, REO, sellers, luxury goods, buyer representation, real property, and listings. He is a strong finance professional with a degree focused in economics from the University of Puerto Rico-Rio Piedras.

Ethan Gregory

Allison James Estate and Homes Elite



Ethan Gregory is an REO expert in the Jacksonville area. He averages 50-plus closings per year

with weekly property inspections, BPOs within 5% of sold values, and an average DOM of 28 days. He is fully committed to providing top quality service for your important assets that are maintained and compliant with local laws. He has extensive market knowledge with 16 years' local sales experience that will greatly enhance the marketing and sales potential for your assets.

Iftikhar Haq

NextHome Realty Advisors



NextHome Realty Advisors has worked with REOs since 2008 and sold over 600 assets in

the New Jersey market area. Their CFK success rate is 99% and ROI is 93%. Our average days on market is 35. Our business model is centered around specializing in REO listings and maintenance. We have the financial resources to maintain an unlimited quantity of homes, including monthly utilities, repairs,

maintenance, re-key, and repairs. We are experienced in maintaining the REO home.

Ronald Hood

NeighborHOOD & Commercial REO Real Estate Services



NeighborHOOD & Commercial REO Real Estate Services, LLC is based in Houston,

Texas. The firm provides a full spectrum of REO services. While the firm focuses on distressed, bank-owned property sales, and asset management, traditional realty services are available. Clients represent a broad cross-section of the financial services industry. Included are mortgage bankers, banks, thrifts, wall street brokerage firms, credit unions, investors, hedge funds and private equity firms, federal agencies, investors, hedge funds, private equity firms, and second mortgage lenders.

Kris Kolarich

Berkshire Hathaway HomeServices/ Georgia



Kris Kolarich has been in the business for 19 years as a full-time Real-

tor. Since 2008, he has been handling REO, bankruptcy sales, short sales, BPOs, and handling renovations and preservation for numerous banks and servicers. He has sold thousands of bank-owned properties over his career for many past and present asset companies, servicers, investors, and banks. Some of his clients have been Fannie Mae, HUD, Freddie Mac, Bank of America, Chase, Fifth Third, Wells Fargo, and Citi.

Elaine Lanterman

Alta Realty Group



Alta Realty Group is a full-service REO property manager and real estate sales

company. Their tasks start from initial inspection, CFK, and eviction, to rehab and sale. They perform 12-hour occupancy checks and 48-hour BPO turn time. They are experienced with procedures to clear building code violations and code enforcement. Elaine Lanterman's

team has an experienced vendor network as well as systems and procedures in place to meet your timelines. She has been licensed for 23 years and became a broker in 2007.

Shawn Luong

Century 21 Masters

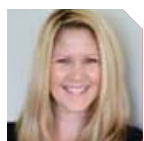


Shawn Luong has been a California real estate broker since 1986, with broad experience in

all areas of investment properties, probate, and REO services. He is well versed in the mortgage and finance industries. He is a qualified Court Receiver as a member of the Ventura County Superior Court Panel of Economic Experts and is a designated Real Estate Broker to the Public Guardian of the County of San Bernardino. He is a certified MBE by the SCMBDC.

Jennifer Martin

Keller Williams Realty



As an REO specialist, Jennifer Martin has listed and sold hundreds of REO homes

since 2008. I am licensed in Georgia and California and am a broker associate/Realtor with Keller Williams Realty in Alpharetta, Georgia. My team is Affinity Real Properties Group. I am a top agent in my office and was one of the top agents in the entire Southeast Region for June 2019 at Keller Williams. I was also recently featured in Georgia's January edition of *Top Agent Magazine*.

Adrienne Meijer

JMeijer Real Estate



Adrienne Meijer obtained her real estate license in Texas in 2000.

After a time in traditional real estate, she accepted a position as sales and marketing director for a nonprofit corporation managing HUD inventory in Dallas. Meijer moved to Florida in 2007, where she obtained her broker's license and opened her boutique brokerage to exclusively list and manage bank-owned properties in Lee and Collier Counties. Her passion has been to improve the

condition, stigma, and education of bank-owned properties.

Denise Mikell

Kamden Realty Inc.



Denise Mikell is the broker/owner of Kamden Realty and Associates. She has been in this

profession for 14 years. They are a full-service real estate firm, working with buyers, sellers, landlords, and tenants. She has been doing foreclosures for 13 years. Mikell was the 2018 president of the Statesboro Board of Realtors and is a Distinguished Sales Society Continuing Life Member. She is experienced in listing and marketing REO properties and short sales so that they sell quickly.

Kyle Neumann

Fairfield REO, LLC—Neumann Real Estate, Christie's International



Kyle Neumann seizes, manages, and resells assets. He works to satisfy property upkeep

laws and to preserve and prepare the property for sale with necessary and competitive contacts and vendors. He aims to generate the lowest cost and out of pocket expense output to get a property in showing and selling condition. He uses professional photography and cutting-edge internet marketing tactics. His commitment is to procure the largest return and highest sales price, in the shortest amount of marketing time.

Rose Ogbonna

Citiwide Realtors Inc.



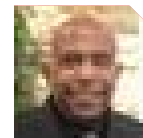
Rose Ogbonna has 30 years' experience in real estate and REO and is a real estate owned listing

broker, investor, and entrepreneur with a demonstrated history of working in the real estate industry. Service areas include Maryland Washington, D.C. She is skilled in management, listing, sales of bank-owned properties, occupancy checks, re-keys, mitigation and eviction services, evictions, rehabs/renovation Scopes, valuations (BPOs), repair

estimates, follow-ups, and unparalleled customer service.

Sunny Philip

PalmerHouse Properties



Sunny Philip is an experienced and dedicated real estate professional with 15 years' residential

sales experience and 12 years in the REO field. Working with a highly skilled team of REO specialists, Philip has managed assets for several servicers. The team at PalmerHouse Properties constantly strives to keep abreast of changing regulations through networking with industry professionals and continuing education, thereby providing sound, timely, and relevant information to clients.

Lisa Revis

Southern Charm Realty Inc.

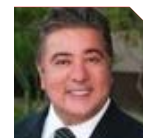


Lisa Revis is a full-time residential and commercial real estate broker. She specializes in

assisting sellers to market their properties and getting them sold. With extensive market knowledge, seller representation designation, and aggressive marketing strategies, she is here to help make the process go as smoothly as possible. Revis has a full team of buyer's agents to help bring buyers to see your property.

David Rod

Keller Williams Arizona Realty



Keller Williams Arizona Realty is a husband and wife Realtor team.

David Rod was licensed in 1987 and Tammy was licensed in 1989. They are practiced and skilled in the management of all areas of real estate transactions. They are leading experts in the market and have, with their qualified staff, successfully sold over \$1 billion in sales volume (6,000-plus homes sold). As the economic and real estate climate changes, their extensive knowledge and experience make them the leading Realtors in the field.

Jeff Russell

Real Estate Alliance



In addition to being a leader in the real estate market, Jeff Russell is a former director for two

esteemed non-profit national real estate organizations, NRBA (National REO Brokers Association) and NAHREP (National Association of Hispanic Real Estate Professionals). He is an eXp Realty Certified Mentor, and in addition to mentoring other agents in these programs and others, he is involved in donating his time for many charitable causes. Russell has been featured in many real estate publications including the Los Angeles Times, Pasadena Magazine, and *DS News*.

Tamra Lee Ulmer

Arizona Resource Realty



Tamra Lee Ulmer has been listing and selling bank owned, REO, institutional, and default

properties for over 20 years and has established herself as a leader in the industry. She has successfully sold over 1,000 REO properties and has rehabbed a large majority of those. She has worked with over 65 banks, savings and loans, mortgage insurance companies, asset management companies, and other institutions. Ulmer and her team are well versed in all aspects of REO management, short sales, and default property management.

Jarrett West

1 Able Realty

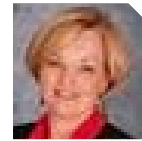


The 1 Able Realty team includes four veterans, one combat wounded. West has 12 years' local market

expertise and closes 200-plus transactions annually. The 14-person person team at 1 Able Realty has a 200 asset listing capability and is focused on sustained owner-occupied and first-time homebuyers.

Jeanette Yates

Weichert Realtors Yates & Associates



Weichert, Realtors—Yates & Associates has years' experience in foreclosure

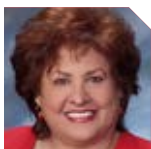
properties and has achieved impressive results serving financial institutions around the country including Freddie Mac, Fannie Mae, Wells Fargo, Bank of America, and several others. They understand every aspect of REO services and are responsive to the individual requirements, systems, and needs of their lender clients. Their goal is to provide the best asset management services to produce a sale for the highest dollar in the shortest amount of time.

MEMBER ALERT

FORCE 2020 Advisory Council Elections

Meet the candidates and go online to cast your ballot.

Our Advisory Council works towards the growth of the professionals of our industry, driving new partnership opportunities and other initiatives—with the guidance of member experts committed to bringing the membership to a new level. This time we have five openings and six candidates. You will have until Monday, November 9 to vote. Meet the Candidates:



Laura Dietz

Broker/Owner, Summit Realty

Why do you want to serve on the council? I bring over 25 years' experience in the real estate industry, including residential, commercial, REOs, government contracts, and auctions. Through the years, I have gained knowledge and experience through overcoming bumps in every market. I enjoy being a resource for new and seasoned agents, helping them to grow and expand their market share in an ever-changing industry.



Richard Hernandez

Co-Owner, Coldwell Banker Omni Group

Why do you want to serve on the council? Being part of the National Leadership with NAHREP as a past director and past National Treasurer, it's important to be part of the community of professionals/colleagues to share my knowledge as well as passion to improve homeowner-ship.



Brandon Jordan

SVP, ERE American Real Estate

Why do you want to serve on the council? As a longtime member, I am looking forward to being on the council to help efforts to maximize networking possibilities with banks and to try to help with FORCE efforts to get a return on investment for FORCE members through new business from the FORCE.



Steven Pagano

Owner, Pagano Properties

Why do you want to serve on the council? This is a time when brokers and agents will need to maximize their resources to grow their business and better service their clients. I look forward to continuing to work with the board and to seek out new ways to add value for our members.



Sarah Richards

Broker, Spring Mountain Realty, PLLC

Why do you want to serve on the council? As an experienced REO broker, and short sale specialist, with 17 years in the industry, I bring a well maintained, and diversified full-service real estate brokerage office. I have a bachelor's degree in Business Management, and a master's in Business Administration. I am here for your assistance.



Jeff Russell

Owner & CEO, Russell Realty Group

Why do you want to serve on the council? Wayne Gretsky once said he was great because he skated to where the puck was going to be not where it was. My goal would be to position all our FORCE members in front of the market so we could position them for success!

To learn more about the candidates—including viewing full bios—and cast your vote, please visit SurveyMonkey.com/r/FORCEElection.

REORedBook

OFFICIAL MEMBERSHIP DIRECTORY OF THE FORCE

The image is a promotional collage for REORedBook. At the top is the 2020 edition cover of the 'REORedBook', titled 'The Asset Manager's Guide to the Country's Best Agents & Brokers'. Below the cover, a woman in a dark business suit stands with her arms crossed next to a large red and white 'FOR SALE' sign that also features the 'FORCE' logo. To the left of the woman is a small inset showing three sample agent profiles from the book, including Karen Watkins, Lavina Wood, and Alan W. Trammell. To the right is a laptop displaying the REORedBook website, which shows a detailed profile for Nancy Braun, including her photo, contact information, and a list of services and accreditations.

**AN ELITE NETWORK OF VETTED
AGENTS & BROKERS AT YOUR FINGERTIPS.
ANYTIME. ANYWHERE.**

»» Deadline for securing an ad in the 2020 REO Red book is **November 16.** ««
Don't miss out on this opportunity.

Please contact William Hockensmith for pricing at 214.525.6740 or William.Hockensmith@TheFiveStar.com.

REORedBook.com