

Video Presentation Script

Hello. My name is Steve Daria and I'm a local real estate broker in SW Florida. I have included my resume to give a glimpse into my experience in selling real estate in our area.

Outside of listing real estate, I have also represented buyers purchasing REO listings and can say that I do not think many foreclosure listing agents provide the necessary care of the asset or develop good working relationships with buyer agents who are procuring the sale.

Unfortunately due to poor communication and marketing efforts, I believe Banks lose millions of dollars every year due to this.

I have the team in place to handle what is needed to effectively communicate and market bank assets. If you need an evaluation done or an asset inspected right now, give a call. All we are asking is for a shot to show you how we service our clients.

Thanks for taking the time to watch this!

Cover Letter Sample

Good afternoon –Outside of listing real estate, I have also represented buyers purchasing REO listings and can say that I do not think many foreclosure listing agents provide the necessary care of the asset or develop good working relationships with buyer agents who are procuring the sale. Unfortunately due to poor communication and marketing efforts, I believe Banks lose millions of dollars every year due to this.

We are extremely aggressive in our techniques with a solid background in selling REO's, Short Sales and providing BPO valuations. We have a great team in place with timely inspections, reports and updates. You will not be disappointed if you try us out.

We believe many local brokerages that represent REO listings have done a poor job in my estimation from marketing the asset to lack of communication. All of which diminishes the value of the asset thus selling at a lower price.

We take a VERY different approach...

Some further info:

- REO / Short Sale work for over 18 years
- Sold over 50 assets for Brighton and over 450 short sales relieving both Banks and Borrowers.
- Servicing listings in 3 counties in SW FL (Lee, Collier, Charlotte)
- Strong team in place.
- Lic since 2003. Owned small business since 2006 with my sister Jennifer Daria (She is 51% owner – Woman owned)
- Strong financials to handle upfront costs for trash out, repairs, renovations, etc
- Manage over 3000 residential properties in leasing, management, evictions, etc
- Short Sale and REO certified. Equator REO Certified. Short Sale Expert Certified. CSP. BS Business Management w/ Entrepreneur Concentration.
- Sold to and managed over 500 homes for large institutional hedge funds like Blackstone | Invitation Homes

Pertinent files attached with: Broker's Lic, Professional Resume, E&O, General Liability and W9. I appreciate you providing us the opportunity!! You will not be disappointed.

Respectfully,

Steve

REO Resume Sample

[Contact Info]

Objective:

To provide asset managers the best representation and service from an REO agent, utilizing direct communication and an understanding of the asset managers needs.

Asset Managers need to be able to get a hold of their REO agent in a timely manner. Asset Managers, will have my direct cell phone to reach me 24/7. Also the REO agent needs to be competent and efficient without wasting the Asset Managers time. Communication is the key to a successful relationship.

We Offer:

We offer a full service REO qualified team who manage all aspects or REO's. Billing, evictions, cash for keys, cleanouts, safety renovations, property preservation, suggestions renovations and contractor oversight, utilities, as well as ALL other REO procedures.

We perform BPO and site inspections on new listings within a 5 hour turnaround on average.

Other Services / Marketing Asset Manager Interests:

- List Asset On MLS and Dozens of Websites including International Exposure
- Professional Writeup of the Asset & Area Attractions
- High Quality Photos, Video Tours and Drone on ALL Assets.
- Hold Open Houses & Group Tours of Assets
- Real Estate Sign, Riders and Brochure Box
- Immediate Accurate BPO Valuations
- Immediate Occupancy Checks with Security
- Cash for Keys Negotiations & Evictions
- Trashouts, Utility Transfer & Securing Asset
- Professional Estimates and Repairs With Experienced Competitive Contractors
- Timely & Accurate Reporting
- Contract To Close

Summary of Qualifications:

Broker with extensive real estate experience in single, multi-family, investment residential, & investment commercial properties with over 18 yers experience. 75+ total years of experience amongst our internal team of 3.

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