

## Pansies and Persistence

Well, maybe I should have named this *Roses and Resolution*, or *Daisies and Determination*, or *Chocolates and Consistency*. Whatever – it all adds up to **SUCCESS!**

In the world of Short Sales, your persistence, resolve, determination and consistency will be the fuel that propels you to successful closings. And, in the world of Short Sales, your quick delivery of roses, daisies and chocolates will cement the valuable contacts you make along the way.

When I negotiate Short Sales, I am always quick to thank those who help me succeed. I always want to let them know that they are imperative to my success, and that I need them to help me get to the closing table.

**Case in point:** Last Friday, we closed on a Retail Short Sale deal (actually, we closed on two, but that's beside the point.) The distressed homeowner owed \$316,000 on his first mortgage, which was serviced by Aurora, and \$173,000 on his second mortgage, which was owned by SunTrust. When first contacted, both mortgage companies advised me of their lengthy short sale process, and both told me that my file would not even be assigned to a negotiator for 45 days.

**Yikes!** I couldn't wait 45 days just to be assigned to a negotiator! My stressed-out buyers were moving to Georgia from Florida and deemed it necessary to take their stress out on everyone involved. They were, to say the least, hateful, unpleasant people and I wanted to see them at closing and then never again.

In my desire to get the hateful buyers out of my life, I called Aurora and SunTrust every day. I was polite but persistent and my request was the same – please assign our file to a negotiator and schedule a BPO appraisal. I sent faxes covered with hand-drawn hearts and ClipArt flowers, and begged Aurora and SunTrust to help us negotiate our file to a successful close.

My persistence paid off; we gained acceptance of our offer from Aurora in 42 days. I immediately sent my negotiator a ProFlowers gift basket full of fruit, cookies and chocolates to thank her for helping us.

However, my negotiator at SunTrust went on vacation and my file's progress came to a screeching halt. **Panic!** I pulled every trick in the book to gather email addresses for SunTrust's loss mitigation representatives. I blasted them with pleas for help and offered to send flowers, chocolates, cookies and balloons if someone would please pick up my file.

I finally got an email response from a sweet lady named Julian who simply wrote: "Flowers, please."

Within a week, Julian processed our file and issued the acceptance letter. I immediately sent her 100 roses and a box of chocolates from ProFlowers. As with Aurora, I also wrote her supervisor and expressed my appreciation for Julian's help.

A week later, we reached our goal and my appreciative homeowners and relaxed-but-still-hateful buyers sat across from each other at the closing table. The buyers bought a gorgeous house at a heck of a deal, and the sellers walked away with written proof that the mortgage companies would not pursue the deficiency. And for our efforts, my realtor and I made a nice chunk of change and celebrated another successful venture together.

**When negotiating Short Sales, your persistence, patience and kindness will help you establish relationships. And those relationships will help see you to a successful close in record time!**

Whether sending flowers or simply notes of appreciation, taking care of those who help you succeed – your negotiator, closing attorney, realtor, and appraiser – will help you build relationships and opportunities for future deals.

And, if I may be so bold – sign up at [FreeShipping.com](http://FreeShipping.com) to take advantage of coupons for great companies like ProFlowers or Cherry Moon Farms. Also, by becoming a member of [FreeShipping.com](http://FreeShipping.com), you will receive rebates back for your shipping charges.

Just another great way to save a dollar in this economy.