

“Specialist versus Tourist”



- **Internal brokerage policies for short sale success**
- **Awareness of industry changes affecting short sales**
- **Awareness of ever-new ways distressed home owners are defrauded**
- **Association with Attorneys and CPA’s knowledgeable in short sales**
- **Develop practices necessary for closing short sales**
- **Create an internal business “culture” to promote on-going short sale success**

