



SHORT SALES & FORECLOSURE RESOURCE CERTIFICATION

SFR

SFR
SHORT SALES &
FORECLOSURE
RESOURCE

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**NAR's
Newest
Certification!**



Seller Solutions · Buyer Opportunities · Real Estate Recovery



NATIONAL ASSOCIATION OF REALTORS®

The Voice For Real Estate®



Short Sales and Foreclosures — The New “Traditional” Transaction

For many real estate professionals, short sales and foreclosures are the new “traditional” real estate transaction. Knowing how to help sellers maneuver the complexities of short sales as well as help buyers pursue short sale and foreclosure opportunities are not merely good skills to have in today’s market—they are critical. And while short sales and foreclosures are not for the faint of heart, agents with the proper tools and training can use these specialty areas to build their business for the long term.

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Don’t Go It Alone — Choose SFR

Designed for real estate professionals at all experience levels, the National Association of REALTORS® (NAR) Short Sales and Foreclosures Resource certification, or SFR for short, gives you a road map for understanding how to:

- ➔ Counsel sellers facing foreclosure
- ➔ Tap into buyer demand
- ➔ Qualify sellers for short sales
- ➔ Safeguard your commission
- ➔ Develop a short-sale package
- ➔ Limit risk
- ➔ Negotiate with lenders
- ➔ Protect buyers

As many agents can attest, your ability to close short sales and foreclosures depends in part on your confidence in seeing these transactions through. Begin building your confidence today with SFR!

How This Certification Benefits You

1. Education in classroom and online formats that fit your schedule and wallet
2. Electronic toolkit with practical forms and worksheets
3. Free Webinars that you can download anytime, anywhere
4. Access to SFR logo and marketing materials
5. Differentiation as an SFR at www.realtor.com
6. Online networking with your peers



Becoming SFR Certified

The path to pursuing the SFR certification is straightforward. Follow these four steps:

1. Be a member in good standing of the National Association of REALTORS®
2. Complete a qualifying core course. *Choose ONE of the following:*
 - ☐ REBAC’s Short Sales and Foreclosures Course
 - One day in length
 - Available in classroom
 - Online version is coming soon
 - For more information, visit www.CourseCalendar.com
 - ☐ CRS 111: Short Sales and Foreclosures: Protecting Your Clients’ Interests
 - One day in length
 - Available in classroom
 - For more information, visit www.crs.com
3. Complete three 1-hour Webinars
 - Webinars available free of charge at www.realtorSFR.org
4. Submit application
 - \$175 application fee waived through December 31, 2009
 - Download the application at www.realtorSFR.org
 - Send completed application to sfr@realtors.org

Part of NAR’s Right Tools, Right Now



In the spirit of NAR’s Right Tools, Right Now initiative to support members, the application fee to become SFR certified is waived through December 31, 2009. Act now to become SFR certified and be the short sales and foreclosures resource in your market!

Questions?

Not sure where to begin? Interested to find classes in your area? We’re here to help.

www.realtorSFR.org
SFR@realtors.org

“This [REBAC’s 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 this year because of them. 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, IL

