

THE
VOICE
OF THE

FORCE

FORCE Members: What's happening in your office?

FULTON PROPERTY AND SOCIAL MEDIA

For REO firms such as ours and our fellow FORCE members involved in brokering distressed real estate, social media can be a scary topic.



Trevor Nightengale

At first, our team at Fulton Property Solutions was a bit uneasy about venturing into the social media realm, partially due to our lack of acumen in the marketing space. The real question became, "Who has time to sit down and figure out how to effectively use social media while managing a busy REO office?"

We realize that in this rapidly changing industry,

(CONTINUED ON PAGE 6)

[POINT OF VIEW]

What Technologies Should You Be Using?

See the point of view from a FORCE member and two experts on what technologies FORCE members should be using to keep costs low and efficiencies high.

[READ MORE PAGE 4](#)



Your Questions Answered!

This month, we ran into a few repeat questions from our FORCE members. See the definitive answer to queries about FORCE benefits and beyond.

[READ MORE PAGE 2](#)

Is This Working Or Is It Just Me?

Technology is an integral part of every FORCE members day-to-day business activities. When online portals appear to be down it can be frustrating a very frustrating experience, especially when you are worried it may be your personal computer. The FORCE has a few tips to help you decipher the true reason for slow-loading or error messages.

[READ MORE PAGE 3](#)



Tara Robinson

UPCOMING EVENTS

» **REITWorld 2013**
NOVEMBER 13-15
SAN FRANCISCO,
CALIFORNIA

» **Annual E-Signature Conference**
NOVEMBER 14-15
NEW YORK CITY,
NEW YORK

» **Data, Demand, and Demographics: A Symposium on Housing Finance**
NOVEMBER 20
WASHINGTON, D.C.

[UPDATES]

FORCE Tech Byte

Twitter and search engine optimization (SEO) may seem like two unrelated technologies, but if you change your Twitter strategy, it can be one of the simplest SEO tools at your fingertips.

[READ MORE PAGE 3](#)

Your FORCE Calendar

This month, the FORCE will have webinars with Freddie Mac, RealtyTrac, and Matt Martin Real Estate Management. Make sure you save the date!

[READ MORE PAGE 6](#)

[EVENT UPDATE]

The FORCE is Coming to a City Near You.

We want to provide our members with networking opportunities and region-specific education from local servicers. The FORCE plans to bring events to seven cities across the country in early 2014.

[READ MORE PAGE 8](#)

YOUR QUESTIONS ANSWERED!



I am getting frustrated with RES.NET because some photos get rejected for being too big. It is always hit and miss, and I end up wasting time trying to figure out which ones I have to resize and reload.

JOSEPHINE CARPENTER, Melbourne, Florida

RES.NET accepts a maximum file size of 600 kb. You can easily access this information by changing the folder settings on your computer to show a column for "file size" or by right-clicking the image on your desktop or in a folder and selecting "properties."

Resize any image larger than 600 kb before uploading. If changing the file size is too time consuming, you can send your pictures to support@res.net and they will resize the photos and return them to you.



Do FORCE members still get *DS News*? How can I update my subscription?

BRIAN FLATT, Portland, Oregon

One of the perks of being a FORCE member is being able to stay up-to-date on all things default through *DS News* magazine. If you haven't received your copy or need to make changes to your address, contact us at FORCE@TheFiveStar.com or 214.525.6776.

While your subscription is being updated or if you are out and about, you can always view *DS News* online with DS News Digital. This service is free for all FORCE members. To view the digital magazine, visit Digital.DSNews.com.



Looking to order some updated business cards. Do you have an order form or site to go to?

DAVID JOHNSON, Etters, Pennsylvania

All FORCE members now have access to free, professionally printed business cards for themselves and their staff members. To order your cards go to FORCEBusinessCards.com and fill out the online form. This form allows you to customize your cards with your business logo, head shot, and personal information. Once the cards have been printed and packaged, you will receive a confirmation.

If you have questions about your business cards, contact BusinessCards@theFiveStar.com. All business cards are printed on our standard card stock and are the standard 3.5x2 size.

[FORCE SUCCESS STORY]

Showing Asset Managers That the FORCE Is the Best in the Business

"I have been working with Wells Fargo, Premier Asset Services (PAS), for several years. I take pride in working hard for all of my clients and getting assets sold as quickly as possible.

Last year, someone from PAS called me to ask me if I would be willing to take some assignments in the Killeen, Texas, area. This area is 40-50 miles away. I jumped on the opportunity to help PAS by going outside of my normal work area. The assignments have been very consistent and I have closings every month. Because the previous broker had not been taking good care of the properties he was assigned, I had the opportunity to take over.

I was given this opportunity and continue to receive these listings because I go above and beyond to get assets sold."

SUSANNA BOYER, 1st Source Texas Realty

FORCE member Susanna of Round Rock, Texas, decided to go above and beyond, and her decision has been paying off ever since. Have you had outlandish requests from asset managers? How did you react? Maybe it's time to think beyond the inconvenience to the potential for business growth.



[UPDATE]

Shhh ... A Secret Project to Revolutionize the Way FORCE Members Communicate

At the FORCE, we are working on an upcoming project that will change the way FORCE members interact with each other and the community at large. While we are developing it, we are using the code name "**Project Derail**" to keep all the details super confidential. When we reveal Project Derail, all of the information will be brand-new and exciting, and we can't wait to hear what you will have to say!

Keep an eye on your inbox for opportunities to help us shape Project Derail; we guarantee it is going to change your view of the FORCE and your fellow members. And if you thought REO Red Book was a good way to showcase your expertise and skills, just wait until you see what's on the way.

If you think you know what we are up to, tweet us @FiveStarFORCE and let us know your very best guess!

Let the FORCE Build You A Strong Business Network



LINKEDIN

The Five Star FORCE has started a professional LinkedIn group called REO Experts. This distressed real estate forum has already attracted 900 members and continues to grow each day. We know our members are the top REO authorities in the industry, so we want to give you a chance to become a group moderator. This position will allow FORCE members to showcase their expertise, interact with industry peers, and start and maintain relevant conversations. Better yet, watch your LinkedIn connections grow as you connect with the hundreds of members in the group.

If you think you would be perfect for the job, email Mandy.Naglich@theFiveStar.com. If you're not sure yet, keep an eye on your inbox for more details about group moderators and how to apply to lead REO Experts.



TWITTER

Last month, the FORCE Tech Byte told you about using Twitter as a search engine optimization (SEO) tool. We wanted to give you a step in the right direction on your path to SEO, so the FORCE started a special list on our Twitter account (@FiveStarFORCE) that will consist solely of FORCE members.

Being a member of a Twitter list gives your profile a boost on search engine rankings. To be included on the list, tweet @FiveStarFORCE and tell us you are a proud member! Then tell your clients, colleagues, and friend to follow the FORCE member list on twitter. Don't forget to tweet daily with interesting content and business-building marketing to keep the list, and your search engine ranking, strong.

QUOTE OF THE MONTH

"Let's get the work done in the shadow banking markets, let's finish what we are doing in the money markets and the repo markets ... and, most importantly, let's fix Fannie and Freddie. They were ground zero of the crisis."

-Former Treasury Secretary **Hank Paulson** discussing whether America's big banks are too big to manage in an interview with CNBC on the fifth anniversary of signing the Troubled Asset Relief Program into law.

SHARE YOUR SUCCESS!

The FORCE wants to celebrate your successes by sharing them with your peers and the asset management community.

Do you have specific traits that set you apart from your competition? What do you do to go above and beyond what is asked of you? Has it helped your career? Let us know and we will share your anecdotes with the source of your business: lenders, servicers, and asset managers.

Share your stories of success by posting them on the FORCE Facebook or LinkedIn. You can also email your achievements to Mandy.Naglich@theFiveStar.com.

Your stories will be printed in a special edition of the FORCE newsletter and sent to asset managers across the country. Your accomplishments will also be shared with your peers in the next edition of The Voice of the FORCE.

[MEMBERS HELPING MEMBERS]

Is This Working? Or Is It Just Me?

Late-night photo uploads are a common activity for many hard-working agents and brokers completing BPOs or other tasks in the closing process. But wait, nothing is happening—the screen is just loading and loading. It's too late to call support tonight, so what do you do?

If your online transaction management system seems to be partially or fully out of service, you have a few options. First, you can ask your peers in the FORCE. Chances are, they have run into the same problem. Log onto the members-only Facebook or LinkedIn group to see if other members are fighting technical difficulties, too. Last week when FORCE members were having technical troubles, Tara Robinson of

Rincon, Georgia, said, "I thought it was just my computer!" It's always good to know you're not alone in your difficulties and with the FORCE community behind you, you never will be.

Second, many transaction management systems post status updates about their systems and portals to Twitter. For example, both RES.net and Equator use the social media medium to let

you know if something is not quite right with the system.

Follow @EquatorLLC and @RESNET_EVOLVED for

status updates about scheduled maintenance, system outages, and repair updates. Or you can use FORCE member Ellen Weinstein Silver's advice to "follow them on Facebook."

What other transaction management portals do you use? How do you stay on top of their technical status? Let us know at FORCE@theFiveStar.com or tweet us at @FiveStarFORCE.



Tara Robinson

[POINT OF VIEW]

What technologies do you suggest for FORCE members to keep costs low and productivity high?

FORCE MEMBER: **ROCHELLE JONES**

Based on thoughts from FORCE member Rochelle Jones ...



Rochelle Jones

In our business today, we must be conservative in where and how we spend our money. With decreased inventory levels, it is more important than ever to perform at stellar levels over the competition. The cost to serve can be extreme. It seems that “there’s an app for that” in every facet of real estate servicing. You will find there are several low- to no-cost solutions that will help you get the job done. Here’s a list of a few of my favorites:

FIVERR: www.fiverr.com This is an online marketplace where you can solicit services for as little as \$5. I have used fiverr for logo designs, website content, job postings, and a host of other things. There is no limit to the services offered through fiverr, so if you don’t find what you

want, post an ad and you will undoubtedly get a response.

DROPBOX: www.dropbox.com Many of you may already be aware and using Dropbox. This is one of my best finds. Dropbox is an online storage cloud that you and your team can use for file management. There is a free version of Dropbox that offers limited storage space. We pay a small fee but find it well worth the benefits. My assistants, field team, bookkeeper, and clients all have access to the necessary files. Files can be shared with groups or individuals. It is a great paperless solution to storage and document management. There is also a Dropbox app available for Android and Apple phones. Accessing Dropbox is easy and user friendly.

GOOGLE DRIVE: Google Drive allows you to share documents with others in real

time. Manage your inventory, track staff, and more through Google docs. You can virtually take any spreadsheet (or other document format) and convert it to a drive document, which is shared with the selected individuals. No more cross-work or double entries. This is a great FREE find!

EVERNOTE: www.evernote.com Evernote allows you to take and share notes, scheduling, and more. Evernote is like having a digital notepad at your fingertips. My team uses Evernote to share meeting agendas and notes, share information from trainings events, and all kinds of things. Evernote offers a free account but like most things, for a small fee, you can get the upgrade.

There are literally thousands of free and low-cost tools that will help you improve your business. Taking the time to try them out is the difference between money saved and money earned. I suggest you

try the free version of these services before committing to any paid services. As real estate professionals, we know change and we know it well. In the changing market, if you can save a penny, you can earn a dollar.

ABOUT THE FORCE MEMBER:

Rochelle Jones was licensed and joined Keller Williams in 2006. During her real estate career, she achieved several certifications and designations giving her the knowledge to serve HUD, Bank Of America, US Marshall, VRM, Chase Bank, MCM Capital, Fundamental REO, Kondaur Capital, and a host of other institutions and private equity firms. Jones was ranked within the top 10 real estate professionals in the greater Houston area by the Houston Chronicle. She is also the number two listing agent for Keller Williams in the Southwest Region.

EXPERTS: **STEVE HARGRAVES AND CHRIS HACKER**

What technologies do you suggest for FORCE members to keep costs low and productivity high?

CLOUD

Look for software systems and technologies that store your information, data, and records in the cloud. It can seem like a daunting task to make the switch; however, the cloud is

an excellent tool for making real estate professionals more efficient. You may wonder: How can I be sure that my files are secure in the cloud?

In cases of data retention and security, your information is

much safer in the cloud. Disasters like floods and earthquakes can ruin your personal hard drive and even hard paper copies of records, but when it comes to the cloud, if your information is on redundant servers, a whole server can be wiped out and nothing is lost.

The cloud also provides you a foolproof backup of all your records and accounts.

When facing an audit or other situation when you must dig up old files, a simple search is required (provided your records are well labeled). Compare this to digging through filing cabinets and checking multiple computer hard drives for the same file.

According to Steve and Chris, you should also look for

a cloud technology that allows you to set precise permissions. This comes in handy when you want to share everything with your lawyer, but only specific documents with your client.



Steve Hargraves

RESPONSIVE DESIGNED WEBSITES

We are all familiar with apps; download the app to a matching website—for example Amazon or RES.NET—and some features of that website are available to use on mobile. Responsive design goes beyond an app, according to Steven

Hargraves. “It allows the user to open their web browser and [the site] will automatically conform to the size of your screen,” he said. Better yet, the full features of the website will be

available to the user from any device with a web browser. No need to wait until you can get to a computer to finish a task or file a report.

If you are hard tethered to one-on-one interaction and personal customer service, a technology upgrade is still necessary for your business.

Responsive design allows you to skip the tedious task of periodically updating your app. As the website productivity is enhanced, users automatically see the benefits—no update required. This technology allows you to be extremely mobile, anywhere you can access the Internet.

START UPDATING NOW

The most important thing is that you update now, or sooner than now if possible. Keeping hard records and paper files is not only slowing you down—

it’s a turnoff for customers and clients.

While clients “may not explicitly demand technology, it is going to be how they want to be communicated with,” Steve said. You should be able to find a file and email it or share it in seconds. Needing to scan a document—or, worse yet, faxing something—is a sign of not staying up with the times.

If you are hard tethered to one-on-one interaction and personal customer service, a technology upgrade is still necessary for your business. “Agents can actually come full circle and have more time for old-fashioned, one-on-one if they’ve implemented technology,” Steve said.

ABOUT THE EXPERTS:

Steve Hargraves and Chris Hacker are the founders of the real estate technology company My Short Track. My Short Track is a revolutionary way to upgrade your business while promoting collaboration, user-friendly design, and innovative data privacy. It was born out of a need Hargraves and Hacker found in the real estate services industry. They needed to up

their business capacity without hiring more staff, and My Short Track was born. The state-of-the-art transaction management system allows agents and brokers to have everything in one place—really everything from emails, to contracts, contacts, and more. Visit MyShortTrack.com to learn more about its cutting-edge features like universal APIs, one-click sharing, redundant cloud backups, and more. Follow them @MyShortTrack for real estate and technology industry updates.

FORCE TechBytes

Using Twitter for Search Engine Optimization

Thank you for the abundant feedback on the FORCE technology survey. Our Tech Byte focuses on two areas you specifically asked for: search engine optimization (SEO) and Twitter.

The two are more closely related than you think. Using Twitter to direct traffic to your website boosts its integrity in the “eyes” of Google. This will move your site up on its list of search results.

The fastest and easiest ways to direct traffic using Twitter include:

- » Tweet listings with a link to your website.
- » Mention your website in conversational tweets.
- » Add a link to your Twitter account in your email signature and on your company website.
- » Feature your website as a link on your twitter profile. (See Right)
- » Get added to Twitter lists. Ask your followers to add you to a list and create lists of your own to return the favor.
- » Garner lots of re-tweets; re-tweets are a great way to not only increase your recognition and exposure, but also to raise your search engine ranking.

HERE ARE SOME SIMPLE STEPS FOR GETTING MORE:

- » **FOLLOW THE 80/20 RATIO.** Eighty percent of your tweets should contain informative, useful, or attention-grabbing content, and just 20 percent should be

listings or sales tweets. People are more likely to re-tweet interesting facts and articles than listings and sales lines.

» TWEET INDUSTRY LEADERS AND INFLUENCERS.

They might just re-tweet you. That will give you exposure to hundreds, if not thousands, of potential new followers and clients. Even if you don’t get the re-tweet, your tweet will show up when someone searches for that industry leader, at least for a few hours.

» USE #HASTAGS

WISELY. Use industry terms that people may be searching like #REO or #SouthFlorida. Don’t use long or irrelevant phrases—#WhyIsItRaining or #ILoveMyJob, for example.

» ASK FOR RE-TWEETS.

You may think it seems desperate or annoying, but according to Buddy Media, asking for a re-tweet makes you 12 more likely to be re-tweeted.

The Five Star FORCE has created a list to help you start your SEO journey. Tweet @FiveStarFORCE, tell us you are a FORCE member, and we will add you to the growing list.

JONOTHAN, YOUR FORCE CALENDAR FOR NOVEMBER

NOVEMBER 6

Short Sales: What Is Changing and What to Expect

With Freddie Mac

A Freddie Mac short sale specialist will present an in-depth analysis of today's short sale outlook and what the process could look like tomorrow. Freddie Mac HomeSteps is at the forefront of the industry and will provide invaluable insight to FORCE members.

NOVEMBER 14

Zombie and Vampire Properties: How Are They Changing the Market?

With RealtyTrac

Daren Bloomquest of RealtyTrac explains the analysis behind "zombie" and "vampire" properties and the best ways for agents to work with them as listings. How are these new classes of property affecting the distressed market, and which regions show the most opportunity? Bloomquest will take you through the numbers to show you just where the distress is hiding.

NOVEMBER 20

Opportunities to Work with HUD

With Matt Martin Real Estate Management

Learn everything you need to know about selling a HUD home in this comprehensive webinar. Matt Martin Real Estate's vendor manager will walk you through each step of the process, from application to closing. Find out what HUD is looking for in a broker, what obstacles to expect, and the best practices for a smooth HUD closing.

SAVE THE DATE!

DECEMBER 4

Get Involved in the Partner Program

With Residential Recovery Partners

Residential Recovery Partners's "Partner Program" has been created to allow qualified brokers/agents to become involved in the REO process from a non-traditional standpoint. This presentation will explain the program, how to get involved, and what agents and brokers can expect from the program. Don't miss this opportunity to learn about a potential new client.

(CONTINUED FROM PAGE 1)

FORCE MEMBERS: WHAT'S HAPPENING YOUR OFFICE?

being slow to embrace new technology is simply not a choice for REO firms. The end goal of our business is selling foreclosed homes as quickly and professionally as possible. This must happen while increasing our buyer prospects and attracting institutional clients like hedge funds or investors. Social media marketing is the appropriate option for a manageable marketing strategy.

After some research, our team decided that we should only use social media if we had time to create relevant content and engage with our audience. Research has shown that users visit social media platforms to socialize, not receive advertising, so we knew we couldn't simply post a stream of our listings. Your potential clients, investors, and prospects are visiting Facebook and Twitter for ways to share, interact, and learn all before they decide if they will do business with you.

WHAT'S THE ROI?

Though there is an ongoing debate about whether having an active social media presence leads to direct sales, in our case the answer is yes, but it takes time.

The benefits of brand recognition are considered intangible, so they can be difficult to quantify. We have found that using social media to expedite the relationship-building process, expanding our network, and attracting potential clients is priceless and well worth the time involved.

Since investing in social media nearly a year ago, we have seen a significant uptick in brand recognition, new business opportunities, and cross-networking—all of which is growing our business. In addition, Fulton

Property Solutions is seeking to implement other online platforms such as videos and podcasts to help garner trust and lay the groundwork for making meaningful connections.

SO WHAT'S NEXT?

From Facebook to Twitter and from Instagram to Pinterest, there are many options for FORCE members to expand their social media presence. Decide which social media platform will work best for your business and marketing strategy. Think about how you want to present your brand and what type of informative and engaging content to share.

If you don't have time to post, tweet, or create video feed, consider using a service such as Hootsuite or Buffer, which allow for automated postings. Another option is to make a small adjustment in your marketing budget that will allow you to closely engage with a marketing firm. A marketing partner can enable you to maximize your business potential in the world of social media.

ABOUT THE FORCE MEMBER:

Trevor Nightengale

With more than 15 years of experience in real estate with a concentration on REO sales, Trevor Nightengale has a proven track record in servicing GSE, institutional, and private money clients. With upwards of 130 transactions closed in 2012, Trevor ranked fourth in his entire market area in sales for individual agents. Trevor's approach to client service incorporates his extensive background in technology and finance to produce a sharp, accurately focused, time-centric platform to meet each client's specific needs.

CENTURY 21 LOIS LAUER AND SOCIAL MEDIA

Social media applications are some of the most powerful tools to improve your standing and visibility in the real estate market. My goal in implementing social media technology was to address the need to build and grow an online network of buyers and sellers. This strategy has served us well here at Century 21 Lois Lauer.

We chose to begin with only three social media profiles by using business accounts on Facebook, Pinterest, and Twitter. All three technologies allow us to communicate on a broad scope of topics and

connect with new clients effortlessly through this content.

We have discovered that social media is an excellent tool to enhance network bonding with our

clients. It provides a long-term, stable communication resource that allows our team to deliver daily updates on education, new listings, and sale marketing. Sharing these thoughts on



Michele Herring

social media has helped develop an online archive of ideas and content, which is similar to having a public resume of our expertise “out there” for the world to view.

We have developed ways to reach our base of potential by learning new insights on how to market to them more effectively. This strategy has proven to be not only more profitable, but also more valuable than our previous marketing methods. Our consumer is not afraid to “like,” “re-pin,” or “re-tweet,” which offers us comprehension of our audience’s needs, likes, and dislikes. This is the sort of prized feedback that only social media marketing can provide for our business.

ABOUT THE FORCE MEMBER:

Michele Herring

Michele Herring offers start-to-finish REO services. The scope of properties range from land to luxury properties within the Riverside and San Bernardino counties of California. Asset managers consistently agree that Herring is an excellent disposition agent who brings competence and care to every property.

Stats Of The Month

There is still distress in the market, but it’s not where it used to be.

4,594,000

Number of U.S. mortgages delinquent and in foreclosure

47%

Percentage of U.S. foreclosed homes that are still occupied

19

Number of consecutive months that the U.S. has seen home price gains

59,635

Number of permanent loan modifications made by Fannie and Freddie in the second quarter of the year

34%

increase in high-end flipping since the second quarter of 2012

[MEMBER RESOURCES]

Short Sale Escalations: What You Need to Know

Your short sale has been stuck in processing for seven, eight, or even nine months. You aren’t hearing back from the bank about what to do next and your sellers have started to get irritated with the length of time. One potential solution to this frustrating situation is escalating the short sale.

Before you call the escalation lines, be sure you have the following three objectives covered.

Make sure you know the bank’s rules

and timelines. Do not try to escalate a short sale while it is within the servicer’s timeline. This will not help your case, and it can quite possibly hurt the speed of your short sale closing process.

Be ready to keep it professional. When a short sale comes to the point of an escalation, you may be exhausted and frustrated. However, when dealing with the escalation department, stay professional, even positive. This may make the escalation representative more inclined to assist.

Prepare to give the negotiator time to process your request. Be prepared to wait a full 24 to 48 hours for a response on your escalated short sale. Ensure your questions and demands are clear and specific, so when you do get a response you are able to continue forward instead of clarifying your requests.

Ready to call? Below are the correct short sale escalation lines for several large servicers:

- » **Bank of America:** 866.880.1232
- » **Chase:** 866.233.5320
- » **Citi:** 866.520.5499
- » **Wells Fargo:** 877.841.5301
- » **Ocwe:** 877.928.4622

[EVENT UPDATE]

FORCE Regional Events Are Coming to a City Near You!

Last month we asked you to send in your ideas, opinions, and suggestions for FORCE regional events. As promised, we looked at the results, listened to your thoughts, and got to planning. Our goal is to provide new networking opportunities with the servicers in your area. Many of you told us that you wanted to hear relevant content that can help your business in the market today, including industry updates and training opportunities from servicing leaders. We also look forward to learning about each region of the country and how we can provide the most benefit to each and every one of our FORCE members. Stay tuned for official dates, event agendas, and locations in each region.

We look forward to seeing FORCE members in:

- » Atlanta
- » Chicago
- » Dallas
- » New York area
- » Orange County
- » Orlando
- » San Francisco

[BENEFIT REMINDER]

The Short Sale Directory Website Is Live! Are You Qualified to Be Included?

Just like the REO Red Book, the Five Star Short Sale Directory (ShortSale.TheFiveStar.com) will be the tool that lenders, servicers, and homeowners turn to for the most qualified and experienced agents and brokers to handle their short sale transactions. As short sales continue to increase in frequency in markets across the country, being a qualified short sale agent is more important than ever. As FORCE member Michele Herring said, "The Short Sale Directory site looks awesome! I'm very proud to be a part of this."

To qualify to be listed in this industry-recognized directory, you must:

- » Be in good standing with your FORCE membership.
- » Have passed the Five Star Short Sale Certification Course.
- » Have completed at least one short sale transaction in the last 12 months.

Showcase your short sale experience and take full advantage of the exposure the FORCE can provide by being listed in the directory on ShortSale.TheFiveStar.com. Send conformation of your completed short sale transaction and/or questions about this new FORCE resource to Rebecca.McDowell@theFiveStar.com.

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