



Long & Foster launch new short sale program

November 06, 2009 - Front Section

Long & Foster Real Estate, Inc./Platinum Group Services

created a unique program developed to assist clients and real estate associates with short sales transactions. As part of Long & Foster's ongoing response to the changing market and needs of buyers, sellers, and sales associates, Long & Foster has joined forces with Platinum Group Services to facilitate efficient short sales.

"As real estate professionals know, short sales can be very complicated," said Jeffrey Detwiler president and COO of The Long & Foster Cos.

"We listened to our customers and our sales associates and partnered with a team of top experts to best meet the needs of today's market conditions. This program takes a complex scenario and makes it virtually turn-key for our sales associates and their clients," said Dewiler.

"Because of economic conditions, the numbers of short sales are rapidly growing," said Tim Wilson, president of affiliated businesses for The Long & Foster Cos., Inc. which is the parent company of Long & Foster Real Estate, Inc., Prosperity Mortgage Co., Long & Foster Settlement Services, and Long & Foster Insurance Agency, Inc. "This program, offered exclusively through Long & Foster, streamlines a process that, up until now, has been difficult to navigate. It opens up the short sale market to more of our sales associates, provides clients with an experienced team, and helps the lenders recover some of their assets. This can be a win-win situation for all concerned - sellers, purchasers, lenders, and our sales associates."

Once a sales contract is submitted on a property enrolled in this program, Platinum Group Services is able to get involved. The group has the knowledge and lender contacts to efficiently process packages and requirements which vary by lender. The service is paid for from proceeds of the sale. The principals of the group have more than 20 years of experience in the financial services and mortgage lending industries. Their services include educating the real estate agent and seller on the complete short sale process, providing a realistic timeframe of what the customer can expect, working with the seller to compile the package, working with their attorney network and coordinating with the title company. They're basically involved in every step of the short sale transaction.

"We realize that this is a progressive service," said Detwiler. "It's part of our dedication and commitment to our customers and our agents in ensuring that our agents have the best tools and knowledge to help customers in an ever-changing market."

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540