

Williams Witters Real Estate Team

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REO Specialists
www.WilliamsWittersTeam.com
www.REOTeamSpecialists.com

Business Objective:

Our mission is to successfully and effectively market, maintain and sell REO properties while providing the highest levels of service to our clients.



Highlights of Qualifications:

- #1 REO Team 2008 in Keller Williams Tri-Valley Market Center
- Managing an average of \$10.5 million in REO assets per month
- Local, experienced, full-service provider offering strategic REO solutions with the goal to reduce market time, obtain the highest recovery price for our clients and complete transactions in the least amount of time
- We have built a strong REO presence in the East Bay from Oakland to San Jose, Concord to the Tri-Valley and Fremont and out to Tracy. We are pro-active and set high standards for REO marketing
- Top Sales Team at Keller Williams Tri-Valley Realty 2005 through 2008
- Bay East Association of Realtors Masters and Grand Masters Club Achievement status 2005, 2006, 2007, 2008
- KW International Sales Volume Award Winners 2005, 2006, 2007, 2008
- Combined total of 42 years of Real Estate experience
- Gene Williams, REO Team Lead, has 32 years of Real Estate Experience
- Cindy Williams, Partner~2008 Bay East Realtor of the Year nominee
- Shannon Witters, Partner, is a certified trainer and coach for Keller Williams International
- Community Involvement including Pleasanton Schools Volunteer, Junior Achievement Volunteer, Shephard's Gate, Habitat for Humanity, American Cancer Society
- Real Estate Designations on our Team: CRS, SRES, GRI, Accredited Staging Professional, Certified Luxury Home Marketing, Women's Council of Realtors, NAR, CAR
- REOTrans Certified Platinum

Our Team of Professionals:

We have two listing specialists with single-point of contact for clients, 3 buyer's reps, a field manager, a full-time transaction coordinator and full-time marketing specialist. Our team and systems are in place and able to expand quickly to grow with the demands of our clients while providing a level of service not possible by a solo agent.

- Highly proficient at completing BPO's and interpreting market trends for strategic pricing
- Dedicated market specialist ensures maximum marketing exposure for your properties
- Team is equipped with latest technology to communicate new assignments, vendor requests or buyer lead information from office to field to home office
- Communication is of utmost importance to us. We provide exceptional service and quick response times to our corporate clients as well as to our buyers and real estate professionals. We believe everyone deserves a courteous and knowledgeable human being on the other end of the line who can provide immediate assistance.
- All of our team members are professional, communicative and REO experienced. We pride ourselves on exceptional work.
- We maintain a high level of integrity in all that we do and we also have fun and love what we do
- Single-Point of Contact for you
- Pro-active, solution driven systems to get from foreclosure to a completed sales transaction in the quickest amount of time
 - Properties placed in marketable condition as quickly as possible
 - Quick-turn repair team consisting of quality driven professionals
 - Comprehensive property marketing specific to REO's
- Systems in place to handle large numbers of properties in the East Bay Alameda & Contra Costa and San Joaquin Counties, the South Bay and the Peninsula.
- Keller Williams is the 3rd largest real estate franchise company in North America with over 600 offices and 73,344 agents.

REO Services Provided:

- BPO's
- Contractor services
- Market Analysis & Photos
- Monthly Monitoring
- Cash for Keys
- Compliance Issues
- EPA Issues
- Evictions
- Marketing and Sales
- Property Preservation
- Bill Paying Services (Utility and Vendor)
- Let us know what else you need and we will be happy to accommodate you for a successful working relationship

Marketing Plan — *Plans are customized to lender specifications*

Assignment and Pre-list

1. Team Notification & Assignments
2. Occupancy check completed
3. Photos taken and uploaded
4. Re-key
5. Schedule contractor for repairs bid if required
6. Trash Out
7. Lawn Care
8. Eviction or CFK
9. Utilities in our name (if required)
10. Interior and Exterior BPO completed
11. Inspections completed if required

LISTING

1. Weekly property visits
2. Checklist posted at property for vendors
3. Maintain curb appeal– not a typical REO
4. Remove business cards and follow-up
5. Adjust temperature
6. Light bulb check
7. Lawn maintenance if required
8. Remove mail
9. Verify utilities are functional

Marketing - We maximize marketing tools to your advantage

1. Weekly status reports
2. Monthly BPOs
3. Aggressive Internet marketing on dozens of major home search sites including Trulia, Google, Yuvia, Cyber Homes, Craig's List, Point 2 Homes, Unique Global Estates, Geebo, Zillow, Oodle and many other websites with worldwide exposure.
4. Strategic WW Team relationship with Realtor.com to both showcase homes, and paid banner advertising to capture buyers interested in bank-owned homes
5. MLS-Place Maximum Number Of Photos On MLS & Realtor.com
6. Yard Sign
7. E-mail to qualified investor network
8. Buyer specialists respond in a timely manner to 800# hotline
9. Ongoing follow-up communication

Sale

1. Offer presentation conducted via Bank protocol
2. Timely communication of counter offers and other data
3. Review all documentation before submittal to bank
4. Constant communication to lender and title for smooth close
5. Attend closings (where applicable) with a smile

Our Service Areas

California-Northern: **San Francisco Bay Area**

Alameda County:	Alameda: 94501, 94502 Castro Valley: 94546, 94552 Dublin: 94568 Fremont: 94536, 94537, 94538, 94539, 94555 Hayward: 94540, 94541, 94542, 94543, 94544, 94545, 94546, 94552, 94557 Livermore: 94550, 94551 Newark: 94560 Pleasanton: 94566, 94568, 94588 San Leandro: 94577, 94578, 94579 San Lorenzo: 94580 San Ramon: 94582, 94583 Union City: 94587
Contra Costa County:	Alamo: 94507 Danville: 94506, 94526 Lafayette: 94549, 94596 Moraga: 94556, 94570, 94575 Piedmont: 94602, 94610, 94611, 94618, 94620 San Ramon: 94582, 94583 Walnut Creek: 94595, 94596, 94597, 94598
San Joaquin County:	Tracy: 95304, 95376, 95377, 95378, 95385, 95391
San Mateo County:	Belmont: 94002 Burlingame: 94010, 94011 Daly City: 94013, 94014, 94015, 94016, 94017 Foster City: 94404 Hillsborough: 94010 Millbrae: 94030 Redwood City: 94061, 94062, 94063, 94064, 94065 San Bruno: 94066 San Carlos: 94070 San Mateo: 94401, 94402, 94403, 94404, 94497
Santa Clara County:	Mountain View: 94535, 94039, 94040, 94041, 94042, 94043 Palo Alto : 94301, 94302, 94303, 94304, 94305, 94306, 94309 San Jose: 95101, 95110, 95111, 95112, 95113, 95130, 95116, 95117, 95118, 95119, 95120, 95121, 95122, 95123, 95124, 95125, 95126, 95127, 95128, 95129, 95124, 95125, 95126, 95127, 95128, 95129 Sunnyvale: 94085, 94086, 94087, 94088, 94089