

Bryan J. Lima Earns NAR Short Sales and Foreclosure Certification

By Bryan J. Lima

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Buyers and Sellers Benefit from REALTOR® Expertise in Distressed Sales.

April 2, 2010 (Wyckoff, NJ) — Bryan J. Lima with DeFino Realtors has earned the nationally recognized Short Sales and Foreclosure Resource certification. The National Association of REALTORS® offers the SFR certification to REALTORS® who want to help both buyers and sellers navigate these complicated transactions, as demand for professional expertise with distressed sales grows.

According to a recent NAR survey, nearly one-third of all existing homes sold recently were either short sales or foreclosures. For many real estate professionals, short sales and foreclosures are the new “traditional” transaction. REALTORS® who have earned the SFR certification know how to help sellers maneuver the complexities of short sales as well as help buyers pursue short sale and foreclosure opportunities.

“As leading advocates for homeownership, REALTORS® believe that any family that loses its home to foreclosure is one family too many, but unfortunately, there are situations in which people just cannot afford to keep their homes, and a foreclosure or a short sale results,” said 2009 NAR President Charles McMillan, a broker with Coldwell Banker Residential Brokerage in Dallas-Fort Worth. “Foreclosures and short sales can offer opportunities for home buyers and benefit the larger community, as well, but it’s extremely important to have the help of a real estate professional like a REALTOR® who has earned the SFR certification for these kinds of purchases.”

The certification program includes training on how to qualify sellers for short sales, negotiate with lenders, protect buyers, and limit risk, and provides resources to help REALTORS® stay current on national and state-specific information as the market for these distressed properties evolves. To earn the SFR certification, REALTORS® are required to take one core course and three Webinars. For more information about the SFR certification, visit www.REALTORSFR.org or call 1-877-510-7855.

For more information or to contact Bryan J. Lima at DeFino Realtors, visit <http://www.BryanLima.com>, call 201-970-6857 or email him at homes@bryanlima.com.

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Bryan J. Lima has been a licensed REALTOR® in New Jersey since 2005. He is a member of the RealSource Association of REALTORS® and the New Jersey Multiple Listing Service. In addition, he earned a Marketing Degree in 2004 from William Paterson University.

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Email	Click to email author
Address	300 Franklin Ave
City/Town	Wyckoff
State/Province	New Jersey
Zip	07481
Country	United States