



Title Tidbits

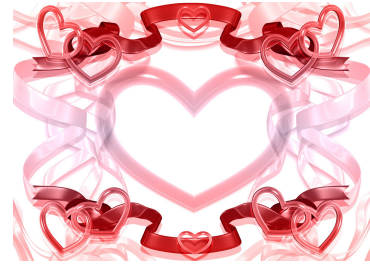
Estate Title to the Rescue!

As the market continues in the same general pattern, Estate Title is aware of the high volume of short sale transactions that all of us face and we want to help! Estate Title has implemented a new program to help you get these short sale transactions closed. Once you have a contract for your short sale, simply send the information to Estate Title and we will begin the negotiation process. While I can't promise a closing within days, my goal is to make the process smoother giving you more time to focus on new business! If you are interested in this service, please contact Julie Douglass at (904)260-5222 or julie@estatetitlejax.com.

A Little Trivia

Even the White House cannot escape the decline in market value. The value of the White House fell 5.1 percent last year and 7.2 percent the year before. The 55,000-square-foot, 132-room mansion sitting on 18 acres is now valued at \$292.5 million. Does this make you feel any better? [Click here to read the full article.](#)

February 2010



Did you know...

... that the solid waste fee for Duval County will be included in the property tax bill, starting in 2010. Homeowners will no longer receive a separate bill for "City Fees."

Clay and St. Johns Counties already include this fee in the property taxes. Note that this fee in Clay and St. Johns Counties runs on a different fiscal year than the calendar year and therefore requires separate proration from the property taxes. Pay close attention to the HUD to avoid incorrect prorations.

Coach's Corner

Are you employing good listening skills?

Author Dale Carnegie once said that we can win more friends in two weeks by showing we have a genuine interest in them than we can in two years by trying to get them to be interested in us.

Ask yourself these questions:

- ◆ Am I taking good notes during my initial presentation meeting?
- ◆ Will I know this person better after I get back to the office?
- ◆ Am I asking questions to determine the prospects' needs, motivations, wants, and desires?
- ◆ Am I able to determine their personality style based on the information they give me?
- ◆ All of these questions can help you learn more about your potential clients while also demonstrating your concern and willingness to help them with their real estate needs.

Remember, it's about them, not you! Whether you know it or not, people can tell when you care about them and their needs. Listening is an excellent way to build rapport and favor among clients and customers.

Questions or comments?

Please call (904)260-5222 or email julie@estatetitlejax.com