



Title Tidbits

Short Sales

Our short sale negotiation program is off to a great start. Already, we have more than 20 files in process with at least 1 already closing after about 6 weeks into the discussions. We have yet to feel the effects of the HAFA implementation; however, we are still working hard to get the short sales approved in a timely fashion. Please consider allowing Estate Title to help you in your short sale endeavors. This will free up your time to market your business more effectively! The documentation required is available at www.estatetitlejax.com under the "Realtor Links" tab. Doug Harden is handling the process and is happy to answer any questions that you might have. You may obtain more information by emailing Doug directly at douglasharden@bellsouth.net or Julie Douglass at julie@estatetitlejax.com. We look forward to many smooth closings!

www.estatetitlejax.com

We are constantly looking for ways to educate and offer help to our real estate customers. Our website is continually being updated to bring new information to you! If there is information that you would like to see available on the website, please simply email julie@estatetitlejax.com and we will do our best to research and upload the information for which you are looking! Thank you for your support of Estate Title & Trust!

May 2010



1031 Tax Exchange

A 1031 Tax Exchange allows an investor to dispose of investment properties and acquire "like-kind" properties while deferring federal capital gains taxes. Many investors use this process to help defer the payment of capital gains taxes. With more knowledge about the procedure, you can market to investors and continue growing your business! Please email julie@estatetitlejax.com to request an information sheet that explains the benefits to real estate agents and investors. You may also visit First American Exchange's website - www.firstexchange.com - for more detailed information about the 1031 exchange process.

Coach's Corner

by: Garry Watson

How's the Market?

"**Being overly positive is a bad idea,**" says Tom Ferry, CEO and founder of YourCoach.com, in an article published by Florida Realtor Magazine. ([Click here to view the full article on page 16](#))

The next time you are asked the question, "How is the market?" respond by saying, "It depends on whether you're interested in buying, selling, investing or renting?" You can then probe to find out what kind of information they truly want to know. In the event that they are thinking about buying, selling or investing, don't miss the opportunity to ask for the appointment. Simply ask, "What would be the best time for us to meet in a comfortable situation and explore your options?"

What a great opportunity to build your business! Don't sugar-coat the answer to the famous questions, "How's the Market?"