



## ***REO Marketing and Management***

I also have experience representing banks and asset managers with residential real estate decisions. My background as a Controller of a Fortune 100 real estate company in the late 1980's has proven invaluable in predicting and weathering the latest real estate downturn, especially the increase in inventory and decrease in sales of suburban new construction.

***I not only help banks divest real estate, but also decide if it is in their best interest to foreclose or to negotiate a “work out.”***

I utilize my access to, and extraordinary abilities of analyzing, data on existing inventory, pending sales, and sales history stratified by area, school district, product type, age, and features to discern the most likely “months supply” of a particular asset type. I do the extra due diligence of previewing the competition, interviewing area and relevant agents, and tapping into my resources to get the most information to my clients in an efficient manner, saving them time and helping them make the best decisions. My research gives a great foundation for recommending the appropriate price given the client's requirement for “days on market.” I can also coordinate property auctions if deemed necessary.

For properties that generate income, I employ commercial web sites to market the asset to investors. I can present the property in the manner an investor requires, using metrics such as capitalization rate, cash flow, debt service, and net income.

In addition to marketing and selling properties, I offer property management services. Look to me to be your turn-key resource in getting the property ready for sale and managing the maintenance aspects throughout ownership. I have a readily available group of contractors to prepare any property for sale, including partially completed new construction.



*The quality of any product or service is what the customer says it is.*

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