

Sell Your REO Property Faster and For More Money... And Enjoy the Best REO Selling Experience of Your Life!

The Real Secret to Selling Your REO Property Fast, at the Right Price!

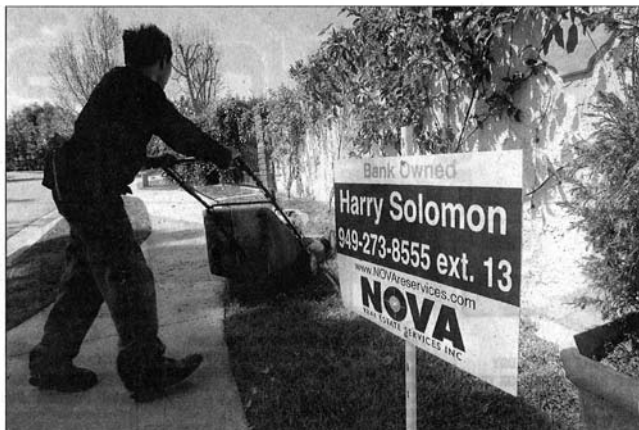
According SoCal MLS, during the period of July 2007 to July 2008, REO Properties were listed on the market an average of 56 days. During that same time, NOVA's REO Properties were listed on the market an average of 30 days.

That means 50% of NOVA's REO Properties were under contract in less than 30 days!

At NOVA, we understand that our only job is to make the Asset Manager's job easier by closing escrow as quickly as possible. We consistently achieve that with a combination of:

- 27 years of market experience
- A 20-point "REO make-over" plan
- Extensive online and direct broker marketing
- Managing and tracking the escrow process.

LOS ANGELES TIMES



DAVID McNEW Getty Images

CURB APPEAL: Sebastian Villaiba mows grass to prepare a foreclosed house in Laguna Hills for sale. Foreclosures jumped 329.4% in Orange County in the first three months of this year.

We Put Our Money Where the Results Are: The Realtors

According to SoCal MLS, at least 95+% of homes in Southern California are sold through Realtors.

NOVA invests in communicating with the people who will bring 95%+ of all buyers to your door: THE REALTORS. Why? Because showcasing your REO listings to Realtors gets your REO properties sold faster and for more money.

Take a look at our exclusive Star Treatment REO Marketing Plan and you'll agree:

NOVA invests more in marketing REOs to Realtors than any other Real Estate Agency in Southern California.

NOVA will sell your REO Property faster, for more money—and give you the most enjoyable REO sales experience of your career.



We Guarantee It!

NOVA's Exclusive "Star Treatment" for REO Asset Managers

Designed by A Top 1% OC REO Realtor

We know what you want when you're selling your home:

- The Best Value
- The Least Amount of Time
- The Fewest Hassles

NOVA's Star Treatment Marketing Plan gives you everything you want... and more than you expect.

Star Treatment Advantages

Price It Right

Our Star Treatment Marketing Plan will help you price your REO property right and put you in a stronger position during the negotiation process. We set the price based on a comprehensive broker price opinion and a pre-inspection evaluation of condition and needed repairs. Now you know exactly what your property is worth, with no surprises from inspection during negotiation.

Increase The Value

We increase the perceived value of your property in the marketplace by giving your home a Star Treatment "REO Makeover." This comprehensive 20-point plan is designed to make sure your REO property makes a great impression that will generate higher offers.

Premier It To The Market

Your REO property is a Star in the spotlight! We kick off the campaign with an exclusive "Premier Party," to showcase your REO Property to the top-performing Realtors in Orange County.

Expose It to Realtors

Realtor exposure generates more sales. The Star Treatment gives your home exposure to over 2,000 OC Realtors through an integrated marketing campaign that includes home showcases, email, e-flyers, your own web site with a photo gallery... and more.

The REO Star Treatment Marketing Plan

Take a look at our Star Treatment Marketing Plan and you'll agree: NOVA Real Estate invests more in making our REO Asset Managers' lives easier than any other Real Estate Agency in Orange County.

Prior to Foreclosure Sale Date

- Drive by BPO w/exterior photos

After REO Property Assignment to NOVA

- Determine occupancy (tenant, previous mortgagor, etc)
- Negotiate "cash for keys"
- Contact HOA
- Coordinate eviction

Prior to Listing

Setting Your Price and Launching Your REO Asset on the Market

The activities prior to listing are absolutely critical to the successful sale of your REO property. This is where we price it right to sell, increase the perceived value of your REO asset in the marketplace, and create the sales tools to launch your REO asset on the marketplace.



NOVA's Exclusive "Star Treatment" for REO Asset Managers

Prior to Listing

20-Point "REO Make-Over"

- Turn utilities on
- Coordinate trash out and clean up
- Coordinate personal property eviction / release (as needed)
- Assign yard maintenance
- Create a comprehensive BPO within 24 hours of obtaining vacant possession, including detailed photos
- Take photos of damage for insurance
- Determine scope of work for repairs prior to listing
- Install smoke detectors and water heater straps (as needed)
- Obtain contractor bids for repairs
- Agree on listing price with REO Asset Manager, based on:
 - Pre-Inspection Evaluation of the Property and Repairs Needed
 - Broker Price Opinion (BPO)
- Agree on scope of Star Treatment "REO Make-over" to increase perceived value of the REO property
- Take professional marketing photos of the REO property after the "REO make-over," highlighting key features
- Create the Basic 5 Marketing Tools:
 - Flyer
 - MLS Listing
 - Sign
 - Lockbox
 - Property Web Site with Photo Gallery

Congratulations! Your REO Property is now ready to get the best price possible on the market!

First 30 Days

The first 30 Days are the most important time for the successful sale of your REO property. In fact, over 50% of all REO assets listed by NOVA sell within 30 days! Here's an outline of major activities for each week in the first 30 Days of the Star Treatment Marketing Plan:

Week 1

- Broker Premier Party
 - "REO Premier" Star Party for top OC Realtors in your REO property
 - Handouts: Home Flyers, Market Evaluation, Realtor Bill of Rights
- Showcase Home to Potential Buyers
- Open house coverage with distinctive open house signs
 - Educate buyers and their agents on how to sell REO properties

Week 2

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors
 - Thank you for attending
 - Sorry you couldn't make it

Week 3

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors, to include
 - E-flyer with link to web site and photo gallery
 - Market evaluation of the house to demonstrate great value
- Open house coverage with distinctive open house signs
 - Educate buyers and their agents on how to sell REO properties

Week 4

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors, to include:
 - E-flyer with link to web site and photo gallery
 - Market evaluation of the house to demonstrate great value
- Market Update to REO Asset Manager – what's selling in the area
- Negotiate highest and best offers
- Escrow follow up and closing

Over 50% of REO Assets are under contract by week 4 — time to celebrate!

NOVA's Exclusive "Star Treatment" for REO Asset Managers

If the REO asset is not sold within 30 days, we will perform an updated comprehensive BPO

30 - 60 Days (If Needed)

An Integrated Campaign to Reach Over 2,000 Realtors

Statistics show that over 50% of all homes are sold within 30 days. If your home is not sold within the first 30 days, then we launch into the next phase of the Star Treatment Marketing Plan.

During the days 30 to 60, we continuously communicate with over 2,000 Realtors who do business in the Orange County area through marketing tools on your home, including e-flyers, Marketing Evaluations, open houses and private REO property showcases.

Here is an outline of major activities for each week in days 30 to 60 of the Star Treatment Marketing Plan:

Week 5

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors
 - E-flyer with link to home web site and photo gallery
 - Market Evaluation of your home to demonstrate great value
- Open house coverage with distinctive open house signs
 - Educate buyers and their agents on how to sell REO properties

Week 6

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors
 - E-flyer with link to home web site and photo gallery
 - Market Evaluation of your home to demonstrate great value
- Negotiate highest and best offers
- Escrow follow up and closing

Over 75% of homes are contract by
week 6 – time to celebrate!

Week 7

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors
 - E-flyer with link to home web site and photo gallery
 - Market Evaluation of your home to demonstrate great value
- Open house coverage with distinctive open house signs
 - Educate buyers and their agents on how to sell REO properties

Week 8

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors, to include
 - E-flyer with link to web site and photo gallery
 - Market evaluation of the house to demonstrate great value
- Market Update to REO Asset Manager – what's selling in the area
- Negotiate highest and best offers
- Escrow follow up and closing

Over 95% of homes are under contract
by week 8 – time to celebrate!

NOVA Star Treatment Guarantee:

NOVA will sell your REO Property faster, for more money—and give you the most enjoyable REO sales experience of your career.

Our Star Treatment Marketing Plan will increase the perceived value of your property... and generate more exposure and qualified offers through Realtors than any other marketing plan in Orange County.

Get The Star Treatment!

Sell Your REO Property Faster and For More Money... And Enjoy the Best REO Selling Experience of Your Life!

Designed by a Top 1% Orange County Real Estate Agent, NOVA's exclusive Star Treatment REO Marketing Plan gives you everything you want and more.

We help you price your REO property right and put you in a stronger position during the negotiation process. We increase the perceived value of your asset in the marketplace by giving your REO property a "Star Treatment" makeover.

We kick off the campaign with an exclusive "Broker Premier" Party, to showcase your REO property to the top Realtors and give them the Star Treatment. We give your REO property exposure to over 2,000 OC Realtors through an integrated marketing campaign that includes home showcases, direct marketing emails, e-flyers, your own web site with a photo gallery... and much more.

At NOVA, we know that our exclusive Star Treatment Marketing Plan works, because the numbers say it all:

**50+% of all REO properties under
contract in less than 30 days
75% under contract in 45 days
95% under contract in 60 days**

**Please Contact Harry Solomon,
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