



SHORT SALES & FORECLOSURE RESOURCE CERTIFICATION



NATIONAL
ASSOCIATION of
REALTORS®

Official Certification



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Seller Solutions · Buyer Opportunities · Real Estate Recovery



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Short Sales and Foreclosures — The New “Traditional” Transaction

For many real estate professionals, short sales and foreclosures are the new “traditional” real estate transaction. Knowing how to help sellers maneuver the complexities of short sales as well as help buyers pursue short sale and foreclosure opportunities are not

merely good skills to have in today’s market—they are critical. And while short sales and foreclosures are not for the faint of heart, agents with the proper tools and training can use these specialty areas to build their business for the long term.

Don’t Go It Alone — Choose SFR®

Designed for real estate professionals at all experience levels, the National Association of REALTORS® (NAR) Short Sales and Foreclosure Resource certification gives you a framework for understanding how to:

- ➔ Direct distressed sellers to finance, tax, and legal professionals
- ➔ Tap into buyer demand
- ➔ Safeguard your commission
- ➔ Qualify sellers for short sales
- ➔ Limit risk
- ➔ Develop a short-sale package
- ➔ Protect buyers

As many agents can attest, your ability to close short sales and foreclosures depends in part on your confidence in seeing these transactions through. Begin building your confidence today with SFR®!

How This Certification Benefits You

- Distinguishing education in classroom and online formats that fit your schedule and wallet
- Differentiation as an SFR® in the online directories for REALTORS® and the Public - Find an SFR® on Realtor.org and Realtor.com®!
- The SFR® Networking site where you can:
 - Chat with other SFR®s and increase your referral business opportunities
 - Download the press release sample, logo files, professionally designed, customizable marketing flyers, postcards and SFR® certificate.
- Available for purchase – the SFR® Lapel pin
- Periodic webinars
- Monthly E-Newsletter



Why SFR® Is Different

There are a lot of available education programs on short sales and foreclosure. What makes SFR® unique?

- **Comprehensive approach.** NAR’s SFR® certification is the only one of its kind that focuses on both the buyer **and** seller sides of distressed property transactions.
- **Affordability.** In today’s economy, it’s essential for agents to get the training they need — at a price they can afford. Visit realtorSFR.org for more information.
- **Wide availability.** Qualifying courses are available in classroom and online formats. Visit training4RE.com or crs.com for more information about classes near you.

Becoming SFR® Certified

The path to pursuing the SFR® certification is straightforward. Follow these four steps:

1. Be a member in good standing of the National Association of REALTORS®
2. Complete a qualifying core course. *Choose ONE of the following:*
 - REBAC’s Short Sales and Foreclosures Course: What Real Estate Professionals Need to Know
 - *One day in length - Available in classroom and online*
 - *For more information, visit training4RE.com*
 - *Approved ABR® and CRS elective course*
 - CRS 111: Short Sales and Foreclosures: Protecting Your Clients’ Interests
 - *One day in length - Available in classroom and online*
 - *For more information, visit www.crs.com*
 - *Approved CRS elective course*
 - CRS 112: Guiding the Buyer in the Distressed Property Market
 - *One day in length - Available in classroom*
 - *For more information, visit www.crs.com*
 - *Approved CRS elective course*
3. Complete the elective requirement. Choose ONE of the following:
 - *View three 1-hour Webinars available free of charge at realtorSFR.org*
 - *HAFSA Short Sales - U.S. Treasury, Fannie Mae, and Freddie Mac Programs Course. One day in length. Available in classroom. Find courses at training4RE.com.*
4. Download application from realtorSFR.org and submit application with fee.
 - *Send completed application with \$175 application fee to SFR@realtors.org*

“This [REBAC’s Short Sales and Foreclosures Course] was without question the best class I have ever taken in my 14 years as a REALTOR®. About 85% of my business has been from REO sales and I’m having one of my better years this year because of them. Even though I have done a lot of REO sales, I learned so much in your class. I wish it was mandatory!”

Barb Bryant
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