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Social Media Groundhogs



Happy Valentines Day

DAVID'S POSITIVE HOME NEWS

www.davidcathers.com

February 2011 / Volume 11, Issue 2

Bet You Never Heard of Trying This to Start Your New Year...

Did you spend January trying to stick to your newest Resolutions? Did you decide once again there has got to be a better way?

Well how about a **NEW Way to Look at those yearly Challenges?** This came from my friend and fellow Mastermind member Brian Mittman. (of course he says he got it from his friend Jay Henderson).

The **best part** of this is **HOW** You Look At Things! *Believe me you will like this idea.*

Setting your goals and how to achieve them. Aren't your Goals really just about **WHAT** you are trying to do and **HOW** you look at them? **Here's a great story.**

A little league coach was pitching to his team of 7 year olds. Not really familiar with how to handle a bat or really swing it they either missed the ball, or hit little

dribblers back to the Coach.

The Coach then had an idea, he picked up the ball, showed it to the team and asked them "What is this?" You can imagine the reaction. "It's a baseball Coach" (followed by a 'Duh!'). "No its not" the coach replied, "It's a tomato. And the next time you see it coming at you I want you to smash it with your bat, smash the tomato!"

The boy took the bat and smashed the 'tomato' into the outfield. The other players quickly followed up on this example, all with big grins. Moral – **NOTHING** had changed – except the kids' idea of what they were trying to do. Sometimes the best way to achieve a goal is to think of it in different terms.

So as you look forward to the rest of the new year and beyond, think about your goals, then try looking at that goal in a different way, go smash that 'tomato!'

(Thanks again to Jay Henderson; for a unique view of how to hire the best check out www.topline-performance.com.)



Get more information at-

www.DavidCathers.TV

Or

www.DavidCathers.com

253-278-9251

Exciting News for February

WELCOME TO CATHERS CORNER



Well My New Book is at the Printers. The final packaging was completed the first week of February. Copies should be available by Mid March. As you remember from an earlier newsletter, this book is the brain child of my Elite Experience Marketing Group. **In 2010, I was the only Real Estate Professional selected to be a part of this group.**

Be one of the first to get your signed copy when they arrive. Inside you'll learn how Top Entrepreneurs from all across the United States came together last year to share their best ideas on marketing.

What does this mean for you?

There are many benefits. Here's just a couple of them. **One:** If you are planning on selling or buying a home you will see how I use proven marketing *strategies that work* and that are *not like everybody else*. **Two:** If you own a business and want to know how to out market your competition in today's market *you'll find this a must read*.

January was busy as many of you decided to get moving in 2011. So this should be another Great Year for our Real Estate Market.

On the home front, Deb & I started our Ballroom Dance lessons. It's proving to be a fun date night each week. Of course she grew up dancing. I would get up and move for fun. (Ever seen those mattress ranch commercials?). Believe me there has been much improvement in only a month.

We just went to a David Garret Concert in Seattle. What an AWESOME Talent! Mixing Classical violin with rock and cross over. Google him and you will see what I mean.

I also have enjoyed learning to use my new MAC computer. It is great for the video work. And so much easier than the PC.

Enjoy the Newsletter. I'll talk with you next month.

David

More Exciting News for February

Do you or your employees have a "Voluntary Benefits Program?" Tell me what you think this is The first right answer Wins a \$25 Forza Gift Card.

Call Me with your Answer 253-278-9251 or

Email your Answer to me at: David@davidcathers.com



Use your cell phone scanner to go directly to the website

Real Estate Question of the Month

What does it mean, Short Sale?

A short sale is a sale of real estate in which the sale proceeds fall short of the balance owed on the property's loan. It often occurs when a borrower cannot pay the mortgage loan on their property, but the lender decides that selling the property at a moderate loss is better than pressing the borrower. Both parties consent to the short sale process, because it allows them to avoid foreclosure, which involves hefty fees for the bank and poorer credit report outcomes for the borrowers. *This agreement, however, does not necessarily release the borrower from the obligation to pay the remaining balance of the loan, known as the deficiency.*^L

In a short sale, the bank or mortgage lender agrees to discount a loan balance because of an economic or financial hardship on the part of the borrower. The home owner/debtor sells the mortgaged property for less than the outstanding balance of the loan, and turns over the proceeds of the sale to the lender. *Neither side is "doing the other a favor;" a short sale is simply the most economical solution to a problem.* Banks will incur a smaller financial loss than would result from foreclosure or continued non-payment. Borrowers are able to mitigate damage to their credit history, and partially control the debt. A short sale is typically faster and less expensive than a foreclosure. It does **not extinguish** the remaining balance **unless** settlement is clearly indicated on the acceptance of offer.

Lenders often have loss mitigation departments that evaluate potential short sale transactions. The majority have pre-determined criteria for such transactions, but they may be open to offers, and **their willingness varies**. A bank will typically determine the amount of equity (or lack thereof), by determining the probable selling price from an appraisal, Broker Price Opinion (abbreviated BPO), or Broker Opinion of Value (abbreviated BOV).

With all of the variables involved in this process it can be very confusing and time consuming. You really can benefit by taking the time to review your options with an attorney that is **qualified and educated** in these processes. In the long run this can save you many, many hours of your time. Save you many dollars after the fact by having the sales contract properly written.

To learn more call my preferred attorney David Yando. 253-284-9909. He specializes in real estate law and can help you get better educated. That way you can make the best decision if a short sale becomes necessary for you.

INFORMATION CORNER

Valuable ^{FREE!} reports for Buyers and Sellers mailed to you at no cost or obligation. Call anytime, 24 hours a day to 1-877-560-0175 and enter the ID# of the Information that you would like to receive.

BUYERS

- 1. SAVE THOUSANDS**— Find out how you can save thousands of dollars when you buy a home ... **ID# 1014**
- 2. STOP PAYING RENT**— Learn how to buy your first home for as little as renting ... **ID# 1001**
- 3. HOW TO BUY A HOME WITH AS LITTLE AS NO MONEY DOWN.....** ... **ID# 1025**
- 4. 10 BEST BUYS HOT LIST**— Receive a FREE list of the most current Best Buys in your desired location and price range **ID# 1040**
- 5. 9 BUYER TRAPS**— How to avoid these common traps that could cost you the home of your dreams... **ID# 1018**

SELLERS

- 1. 11 HOME INSPECTION PITFALLS**— Learn about these common and costly traps BEFORE you list..... **ID# 1003**
- 2. COSTLY HOMESSELLER MISTAKES**— Learn how to avoid these common mistakes and save yourself thousands of dollars when you sell your home... **ID# 1000**
- 3. HOW TO SELL YOUR HOME WITHOUT AN AGENT ...** **ID# 1017**
- 4. FIND OUT WHAT AREA HOMES ARE SELLING FOR**— Receive a Free computerized hotlist of recent home sales and current Listings ..**ID# 1041**

Questions to Ponder

- 1. If you got in a cab & the driver drove backwards, would he end up owing you money?**
- 2. Have you ever wondered?**
- 3. If you buy Dentures at the Dollar store do you get Buck Teeth?**
- 4. If you get cheated by the Better Business Bureau, who do you complain too?**

For More Information: Visit:



David Cathers

February Quiz Question

What Does it Mean—Short Sale?

Hint: the answer is somewhere in this newsletter...

Last Months Winner was Kern Dillard of Kern's Automotive



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IN THIS ISSUE

Trying this to Start Your New Year

Exciting News for February

Cathers Corner

Real Estate

Question of the Month

February Quiz Question

Everyone who calls 278-9251 or emails (David@DavidCathers.com) the correct answer by the **28th of this month** will be entered into a drawing for Free Movie Pass for Two.

Enjoy a night out with someone special

on me. (Your Odds are better than you think)

BE A WINNER!

Thanks For Letting Me Know



“ Hi My name is Mike Sanderson, a real estate investor in Pierce County, Tacoma area. I had a home recently I was having a hard time marketing. And I called my friend

David Cathers. He came over and took a look at the home and came up with a couple of Great Ideas for me. He helped me market the home and it sold in 2 weeks and I really appreciate it. Thanks David!”

You asked for Information—We Got It!

Check out www.DavidCathers.com

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