

## Professionalism in Real Estate

From broker price opinions (BPO) and certified appraisals to advertising and marketing, when you list a REO property with Ron Hart, you can count on him to ready your assets for sale and to help you obtain the best recovery price in the shortest period of time.

Offering exceptional negotiation skill, attention to detail and an intimate knowledge of current market conditions and trends. We are constantly in search of innovative or additional methods of marketing your property to maximize exposure.



Tel: 760.271.3289

## About Ron

For over twenty years integrity, professionalism and outstanding service have been the staples of Ron Hart's career. Being a San Diego County native, Ron has a vast knowledge of the many intriguing and unique areas in and around San Diego.

Since his inception in the real estate world he has spent his time working with Realty Executives and has achieved multiple awards for outstanding sales and service to his clients. Ron has been appointed as a keynote speaker at multiple National Association of Realtor conferences, has led many "**Top Producer**" forums and has held the title of the **#1 Realtor** in the state of California for Realty Executives International.

Now, having sold hundreds of properties in the San Diego area totaling over **100 million dollars**; Ron has become a proven marketing expert for sellers and a top negotiator for buyers with an enthusiastic and creative approach to marketing, managing and selling all types of properties



## REO Property Services

- Initial property inspections and occupancy determinations.
- Perform Cash for Keys offers with a full understanding of landlord/tenant issues and local eviction laws.
- Manage properties through the eviction process working with law firms and local Sheriff to organize an eviction move-out.
- Secure and provide general maintenance service for vacant properties, with prompt response to emergencies.
- Set up utilities and coordinate billing.
- Obtain bids and coordinate work with licensed, bonded service personnel
- Expertise in billing management with full electronic submission capability.
- Photos taken of home inside and out for each step in the turnaround process.
- Proficiency in and use of REOTrans system allowing maximum efficiency for messaging and document management.



## Rob Gentles Team Manager

Performing thousands of broker price opinions for lenders across the nation Rob has an intimate knowledge of the San Diego County real estate market. He has directly worked with more than 10 banks and asset management companies on over **500 REO property transactions**.

Through dedication and quick concise responses to prospective buyers and the lenders and asset managers we work with Rob has an average of **24 days** from **list to sale** date in the current market. We strive to find as many qualified buyers as possible into the home until sold while communicating the results of our activities to our Asset Managers on a regular basis. Rob excels at resolving problems with a positive approach responding to all prospective purchasers and/or their agents inquiries within 24 hours of contact.

Rob knows the properties listed, as he personally walks through each one, verifying each detail and consistently looking for advantages to aid in marketing the listing. His charisma and friendly character allows potential buyers to feel comfortable and relaxed knowing they are in his skilled hands, working to get them into the desired property as soon as possible.

### Rob's Intensive Marketing Plan

#### Properties will be featured on:

- RonHart.com
- RealtyExecutives.com
- RealtyExecutivesCarlsbad.com
- Realtor.com

#### As well marketed via:

- The San Diego Times
- Local Newspapers
- Print Media
- Within the MLS with pertinent supplemental information

#### In Addition:

Open House previews will be given to prospective buyers and agents.

The home will be toured by Realty Executives agents.

Tours will be scheduled for other Realtors who consistently utilize Ron Hart Associates for their own extended sales of REO Listings.

A professional sign will be installed in front of the home for maximum exposure.

Free color property brochures for prospective buyers will be provided and kept stocked.

## Coverage Areas by Zip

91901, 91910, 91912, 91941, 91942, 91945, 91977, 92003, 92008, 92009, 92010, 92011, 92014, 92021, 92024, 92025, 92026, 92027, 92028, 92054, 92056, 92057, 92069, 92075, 92078, 92081, 92082, 92083, 92084, 92101, 92103, 92104, 92106, 92108, 92109, 92110, 92113, 92114, 92116, 92121, 92122, 92128, 92129

