

## SAMPLE NEWSLETTER

From: "Damico Realty Group"  
To:



Damico Realty Group Newsletter

August 2010



### Short Sale City...

It was 7:42am on a Thursday and I was browsing through a website where banks facilitate their short sales. Through their system, and with each individual property, I was assigned tasks to complete as the listing agent - upload this, download that, password over here, email over there. I was navigating through the cyber world wondering if there was actually a human being on the other side. It didn't matter, I continued my ways - scanning documents, Saving As, jpeging, pdfing, right clicking, left clicking, I was tap dancing on my computer. All I could think was that Short Sale City was a lonely place.

Our world has become a virtual reality - phones are obsolete, emails are the primary form of communication and negotiations are done through hyperlinks. To put things in perspective, we could live in China and sell a short sale here in San Diego without missing a beat. But, honestly, I don't know if that is such a good thing. It's a new paradigm which is hard to conceive and taxing to accept. The banks say that operating in this fashion streamlines the process, simplifies the procedures and creates a more efficient operation -

Perhaps, perhaps not.

But, here's the thing, the bank's rational mentality of the short sale process is often a missing link. The best offer is not necessarily the one they'll accept, there's a lack of incentives to close the property on time, the constant threats of foreclosure, or the oppositional positions they take even when all the parties involved want exactly the same result. Common sense is overrated anyway, right?

All in all, short sales make up the majority of all the transactions. Rarely do we find the sellers who are selling to maximize their investments. Usually, those are found in the investors who are flipping properties. If you're a buyer, you're more than likely experiencing a frustrating process. It's a competitive market made up of a scarce supply of inventory. Yes, that's right. As ironic as it sounds, we are in a buyer's market where the buyer is hard pressed to find a property...

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## **Useful Resources**

[Calculator](#)

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## **Things you just have to know...**

- Princess Diana had her navel pierced - and fitted with a 2.8-carat diamond stud - just a few hours before her fatal accident.
- The lion used in the original MGM movie logo killed its trainer and two assistants the day after the logo was filmed.
- Johnny Appleseed planted twice as many pear trees as apple trees.
- The museum that housed the largest collection of original Smokey the Bear memorabilia was burned to the ground by an arsonist.
- High-heeled shoes were originally designed for male aristocrats.
- A wishing well in Las Vegas holds the record as the world's most lucrative. On some holidays, its profit rivals that of nearby casinos.
- The first hair dryer was powered by diesel fuel.
- The tomato has been brought back from the verge of extinction at least three times since it was first domesticated.
- A pigeon produces its weight in droppings every eight days.
- The pope's official barber, who cuts only the pope's hair, earns an annual salary equivalent to \$250,000 (US).



## Featured Listing

The Lofts at 777 6th Ave #231: \$270,000

Located in the heart of the Gaslamp, this residence features spacious living areas, granite counters, 10' ceilings, large bathroom, custom cabinetry, concrete flooring, low hoas, and more!

Call Brian Wood for more information.  
(619) 250-1112



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