



kw<sup>®</sup>



*Tyler Smith*  
TEAM

| Keller Williams Realty

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Office

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Suite 150  
Sacramento, CA  
95834

**Fair Oaks**  
Office

8525 Madison Ave.  
Suite 122  
Fair Oaks, CA  
95628

**Folsom**  
Office

2365 Iron Point Rd.  
Suite 120  
Sacramento, CA  
95630

**Elk Grove**  
Office

9260 Laguna Springs  
Dr., Suite 100  
Sacramento, CA  
95834

**Roseville**  
Office

548 Gibson Dr.  
Suite 200  
Roseville, CA  
95687

**Processing Center**

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*Tyler Smith*  
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MAGAZINE'S



2011

## About Tyler Smith & Team

Donald Trump, Mark Cuban and Russell Simmons. Take a little of Donald's real estate knowledge and hard work, combine some of Mark's technology background and **"you can't stop me attitude,"** then mix in Russell's accomplishments in building a huge team, and you have Tyler Smith!

A native of the Sacramento Area, Tyler purchased his first home at the age of 19 and that inspired him to become a real estate professional. Since then, he not only exceeded his goals in a healthy real estate market, but also in a down market through hard work, a relentless drive, and innovative ideas. Tyler's first years as an REO agent were with Prudential California Realty and he was **ranked #1** in the region. In order to grow his team to its highest potential, he made a BOLD move to Keller Williams Realty. Through hard work and dedication, Tyler has built a team that in 2010 was ranked as the **#4 team nationwide** for Keller Williams Realty out of 80,000 agents. Tyler and his team are comprised of full-time minority men and women dedicated to meeting independent client needs.

With regularly scheduled training classes, continuing education classes, and surprise lunches, Google might envy the work environment Tyler has created for his team. The staff demonstrates Tyler's same energy and professionalism. In his spare time, you can find Tyler speaking to real estate classes at Sacramento State College educating them on the current market, how REO's work and where the foreclosure market is heading. Tyler is asked frequently to hold seminars and train fellow agents on how to write clean offers on REO properties. Tyler is also active with many professional and community organizations throughout the greater Sacramento region.

With a firm belief that using the latest technology is the key to success in this business, Tyler decided that he and his team should stop shuffling paper and files and create an electronic management system to manage all of his REO assets. This allows Tyler and his staff to better manage and track each property, and keep Asset Managers up to date on their transaction throughout the entire eviction, pre-market, listing, and escrow process, all the way to a successful close.



## Services/Affiliations/Education

### Services

- Accurate and Timely Drive-By BPO's
- Eviction Coordination
- Re-Key and Secure Vacant Properties
- Coordinate Initial Interior and Exterior Clean-up
- Open Utilities in our firms name on ALL Assets if required
- Customized software system
- Contractor and Vendor Management Coordination
- Specialized Marketing and Sales Process
- Purchase Contract Negotiating
- Closing Activities closely Coordinated and Monitored
- Customized Performance Metrics (Company Owned)

### Affiliations

- National Association of Realtors
- California Association of Realtors
- Sacramento Association of Realtors
- El Dorado Association of Realtors
- Placer Association of Realtors
- Keller Williams REO Brokers Network
- SkySlope, Transaction Management Network

### Education

- RealEstateEducate.com Courses: Learning REO Ropes; Advanced Evaluations
- NRBA BPO Bootcamp Graduate
- Equator and Res.net Platinum Certified
- REO Agent University Graduate
- PlatinumREOAgents.com member/Graduate

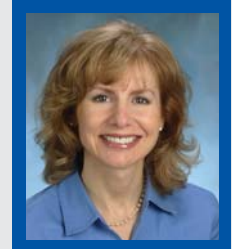


## Communication

To simplify communication, your only points of contact are Tyler Smith and Jennifer Fernandez. Please call us directly at **(916) 235-7003** OR **(916) 235-7004**.



**Tyler Smith**  
Operations



**Jennifer Fernandez**  
REO Manager

We look forward to working with you to create a **WIN-WIN-WIN** experience together!

**TO STAY ORGANIZED** and make sure no detail slips through the cracks, Tyler utilizes a **cutting edge management system** that has optimized the performance of his staff and their day to day operations. Each asset is tracked and managed through this system.

MANAGEMENT SYSTEM

TECHNOLOGY

**SMITH PREMIER PROPERTIES**  
THE SIGNATURE OF SERVICE

Welcome, Tyler Smith and Team  
[Home](#) | [Tutorials](#) | [Support](#) | [Sign Out](#)

[Admin](#) | [My Scope](#) | [Print](#)

STATISTICS	
41	Scheduled Closings/Month
91	Active Assets
66	Pending Assets
31	Actual Closed This Month
31	Pre-List Assets
46	Assets in Evictions
16	Assets to close early
19	Escrows closing next 10 days

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## Features that enhance efficiency

- Automated workflow & management
- Performance and quality reporting
- Automated accounting
- Document upload and download capabilities
- Workflow queues and status update
- Offer flow and instructions
- Field Runner real time photos
- Showing feedback on Assets
- Red flag to close assets early

## Cash for Keys Department

Tyler's Cash for Keys Specialists are fully trained to handle All cash for keys situations. They are the best in the industry with a success rate of **94-96%**.

Just like Asset Management companies pay a bonus on a successful CFK transaction to the Agent, Tyler offers incentives to his specialists for each successful CFK transaction. The Cash for Keys specialists work hard to make each and every CFK transaction successful.

### What is our Outcome?

- Occupant moves out on time
- With the least amount resistance
- With the least amount of time & money

### Our Process

- Make initial contact
- If no answer Post Notice on front door and garage
- Multiple notices until face to face or phone call
- Meeting with Cash for Keys Package
- Follow up
- Keys and Check



### Cash for Keys Package ALL tenants and/or former owners receive

- Relocation program details
- Common questions for tenants & former owners
- Your duties before your move-out date
- A list of property leasing companies
- A list of reputable moving companies
- A list of nearby moving truck rental companies with coupons

Tyler's team provides a Cash for Keys package to every former owner or tenant. Our goal is to make every CFK a smooth transaction so that you, the servicer and/or bank, always looks good. At the end of a Cash for Keys exchange, the former owner or tenant is asked to complete a survey about their experience with Tyler's staff.

## Listing Department & Marketing

The Listing and Marketing Department focuses on aggressively marketing foreclosure properties for a quick sale.



### Unique Selling Elements

- 5 MLS – covering the TRI-COUNTIES of Sacramento, Placer, and El Dorado, plus Yolo, Amador and Nevada Counties
- Internet Marketing
- Displayed on our 7 primary web sites
- Web syndication – allowing the property to be listed on hundreds of web sites (See diagram below)
- Aggressive pay-per-click advertising to locate buyers of REO properties
- Marketing to our “buyers in waiting” – dedicated buyer’s agents working with a database of thousands of buyers currently looking for REO’s.
- REO open houses
- Cutting edge mobile property technology
- 24-hour hotline sign rider with leveraged technology for instant property info
- City-wide network of agents waiting to hear about Tyler’s new REO listings distributed via email
- Traditional newspaper and magazine ads
- Door-to-door neighborhood canvassing

### Strategic Marketing Plan

Strategy in today’s market can be defined as comprehensive knowledge and understanding of the competition. We continually analyze and evaluate our properties based on recent sales and new inventory. Updated price opinions are essential to avoid listings falling behind the curve and growing stagnant on the market. This allows Tyler’s team to make accurate recommendations regarding pricing and to address questions from both agents and buyers.



## Buyers Agents

To get maximum exposure on all his REO properties, buyer's agents regularly hold "MEGA OPEN HOUSES." All 12 of Tyler's buyer's agents are required to hold open houses a minimum of 10 hours per week. Hours usually consist of Fridays after work hours, Saturdays, and Sundays. The more exposure, the more foot traffic, the more offers. Holding an open house is serious business for Tyler and his team. Below is a chart that shows you exactly how we can maximize open houses to sell your REO property.

### Our MINIMUM Standard on ALL Open Houses





## Field Runners

Our Field Runners are TOP-NOTCH and know how important they can be to the eviction, pre-list, listing, and closing process. All of our field runners have been through extensive training and have a **checklist they must complete on all weekly property inspections.**

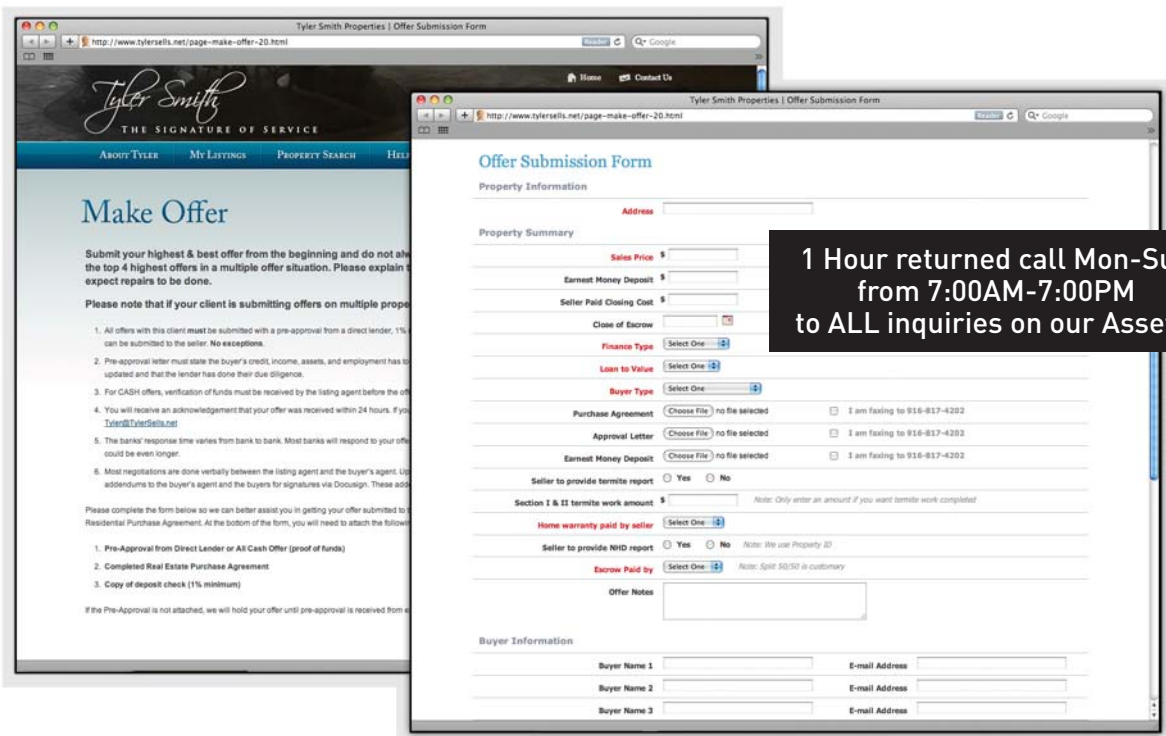
Our Field Runners are provided with an iPad so they can provide us with real time photos and immediately report back on their inspections.



**“LIVE” reports on iPad’s for all Field Runners.**

## Offer Department

Tyler’s Offer Department consists of one individual whose job is to only submit offers. Her job is to make sure that the offer package is complete before submitting to the bank and outsourcers. Tyler created a web-based site that allows buyer’s agents to upload offers directly from their MLS and/or computer. This allows Tyler’s office to automate the offer process and generates an auto response to the agent stating their offer was received. If the offer is missing a required attachment, we can notify the agent through the system and it tracks the communication. Since our REO clients vary in their offer instructions and requirements, this web-based site is customized for each bank or outsourcer.



**1 Hour returned call Mon-Sun from 7:00AM-7:00PM to ALL inquiries on our Assets.**

## Closing Department

Tyler's Closing Coordinators are responsible for monitoring transactions from beginning to end. Their number one goal is to facilitate the fastest and smoothest transaction settlement possible. The Coordinators are responsible for maintaining the transaction and completing all tasks needed to successfully close. While overseeing transactions, they establish a close relationship with all related transaction professionals where they can exchange pertinent information.

The responsibilities of our settlement coordinators are as follows:

- Ensure that lenders are keeping loan up to date, and that all pertinent information and documentation are provided in a timely fashion.
- To confirm that all real estate parties have performed their due diligence
- Continually phoning and emailing all transactional parties (title reps, escrow officers, lenders, agents, clients) for real time updates and required tasks.
- Respond to contractual needs
- Push to meet contract dates and related contingency dates
- Respond to code enforcement citations
- Meet City and County permit and inspection requirements

**Tyler gives BONUS INCENTIVES  
to his closing department  
on all assets that close early**

**The Closing  
Department's  
#1 job is to**

**CLOSE EARLY!**



## REO Sales Experience & Clients

Our goal is to **REDUCE** holding time, **MINIMIZE** expenses, and **NET** the highest price possible for **EVERY** asset!



### Experience with REO Assets

- 7 Years of REO Experience
- Ranked **#4 NATIONWIDE** team for KELLER WILLIAMS REALTY IN 2010
- Ranked **#1 TEAM** Producer of the Year- KELLER WILLIAMS REALTY NOR-CAL REGION
- Marketed and SOLD over 200 REO assets in 2010
- Marketed and SOLD over 2,000 REO Assets
- Completed over 3,000 BPO's
- 2011 REALTOR® Magazine TOP 30 UNDER 30 Nominee

#### LETTER OF REFERENCE

For the past 4 years, Tyler Smith and his team have provided Litton Loan Servicing with super efficient and supremely professional service in all aspects of getting our properties sold in the shortest period of time and at the best possible price. From Tyler's first assignment, I have been impressed with his ability to close the toughest transactions. Tyler and his team are proactive, knowledgeable, and competent. I am always confident when assigning a property to him that he will get the job done!

I've dealt with many agents over the years and Tyler's BPOs are the best that I have encountered. The staff and the systems that Tyler's operation has in place have proven the ability to handle a large number of assignments. Tyler had over 100 assignments with Litton Loan Servicing at one time and was able to maintain a very high level of service. Additionally, when a hard to sell and/or out of the area assignment comes through, they are always assigned to Tyler because I know he will do whatever it takes to liquidate the asset. As agents go, Tyler Smith's capabilities are second to none and would be an asset to any organization. I highly recommend him to be a part of your team.

**Jaren Morris**

Asset Manager, Litton Loan Servicing

### Clients Served

- Litton Loan Servicing Direct
- Asset Link
- Atlas REO Services
- Aurora Bank
- Bank Of America
- Brighton Real Estate Services
- Capital One Bank
- Citi Residential Lending
- CoreLogic
- Financial Asset Services, Inc
- First American REO Servicing
- First Preston
- 406 RE
- Green River Capital
- Land America
- M.D. WEBB & Associates Inc.
- Old Republic Default Management
- ServiceLink, FNF's National Lender Platform
- Saxon Mortgage Servicing

## Statistics

2010 1st Quarter		2010 2nd Quarter	
Total REO Active Assets (average)	76	Total REO Active Assets (average)	91
Cash for Keys Average Elapsed Time	23.6 days	Cash for Keys Average Elapsed Time	24.6 days
Average Cash For Keys Payout	\$1,964.00	Average Cash For Keys Payout	\$1,780.00
Average REO Days on Market	23	Average REO Days on Market	35
Average List to Sales Price Variance	1.74%	Average List to Sales Price Variance	2.18 %
Average List Price	\$237,815	Average List Price	\$251,864
Average Sale Price	\$233,880	Average Sale Price	\$243,261

2010 3rd Quarter		2010 4th Quarter	
Total REO Active Assets (average)	59	Total REO Active Assets (average)	62
Cash for Keys Average Elapsed Time	25.4 days	Cash for Keys Average Elapsed Time	22.4 days
Average Cash For Keys Payout	\$2,134.00	Average Cash For Keys Payout	\$1,890.00
Average REO Days on Market	28	Average REO Days on Market	32
Average List to Sales Price Variance	1.84 %	Average List to Sales Price Variance	1.79 %
Average List Price	\$284,855	Average List Price	\$288,188
Average Sale Price	\$281,000	Average Sale Price	\$284,991

## REO Guaranteed Results

These are bold guarantees, however Tyler believes this is the standard that every REO broker/agent should maintain. Whether it is closing on time, task management, or good communication – What allows Tyler to keep this standard is by not taking on more than his team can handle.

- **Task Guarantee** – 4 Hour turnaround time on an urgent BPO request
- **Task Guarantee** – 24-Hour turnaround time on standard BPO's
- **Task Guarantee** – 12-Hour occupancy checks
- **Communication Guarantee** – 1 hour returned call SUN-SAT 7:00am-7:00pm for inquiries on properties
- **Closing Guarantee** – Implement 7-step system to close escrow on time. (Not all properties close on time, however, Tyler and Team has a systematic approach to a timely close and will do everything possible to meet that close date).
- **Feedback Guarantee** – Daily monitoring of showings (daily lockbox reports) emailed to Asset Manager on a weekly basis





## Service Area's

SACRAMENTO COUNTY		SACRAMENTO COUNTY cont.		PLACER COUNTY cont.	
CITY / TOWN	ZIP CODE	CITY / TOWN	ZIP CODE	CITY / TOWN	ZIP CODE
Carmichael	95608	Sacramento	95828	Lincoln	95648
Carmichael	95609	Sacramento	95829	Loomis	95650
Citrus Heights	95610	Sacramento	95830	Meadow Vista	95722
Citrus Heights	95611	Sacramento	95831	Newcastle	95658
Citrus Heights	95621	Sacramento	95832	Penryn	95663
Elk Grove	95624	Sacramento	95833	Pleasant Grove	95668
Elk Grove	95757	Sacramento	95834	Rocklin	95677
Elk Grove	95758	Sacramento	95835	Rocklin	95765
Elk Grove	95759	Sacramento	95836	Roseville	95661
Elverta	95626	Sacramento	95837	Roseville	95747
Fair Oaks	95628	Sacramento	95838	Roseville	95678
Folsom	95630	Sacramento	95841	Weimar	95736
Galt	95632	Sacramento	95842		
Herald	95638	Sacramento	95843	<b>YOLO COUNTY</b>	
Mather	95655	Sacramento	95864	<b>CITY / TOWN</b>	<b>ZIP CODE</b>
McClellan	95652	Wilton	95693	Clarksburg	95612
North Highlands	95660			Davis	95616
Orangevale	95662			Davis	95617
Rancho Cordova	95670	<b>EL DORADO COUNTY</b>		Dixon	95620
Rancho Cordova	95742	<b>CITY / TOWN</b>	<b>ZIP CODE</b>	Marysville	98270
Represa	95671	Cameron Park	95682	Marysville	98271
Rio Linda	95673	Diamond Springs	95619	Vacaville	95688
Sacramento	95812	El Dorado	95623	Vacaville	95696
Sacramento	95814	El Dorado Hills	95762	West Sacramento	95690
Sacramento	95815	Placerville	95667	West Sacramento	95691
Sacramento	95816	Pollock Pines	95726	West Sacramento	95798
Sacramento	95817	Shingle Springs	95682	West Sacramento	95799
Sacramento	95818			Woodland	95645
Sacramento	95819	<b>PLACER COUNTY</b>		Woodland	95659
Sacramento	95820	<b>CITY / TOWN</b>	<b>ZIP CODE</b>	Woodland	95776
Sacramento	95821	Applegate	95703		
Sacramento	95822	Auburn	95602	<b>SAN JOAQUIN</b>	
Sacramento	95823	Auburn	95603	<b>CITY / TOWN</b>	<b>ZIP CODE</b>
Sacramento	95824	Auburn	95604	Acampo	95220
Sacramento	95825	Colfax	95713	Lodi	95240
Sacramento	95826	Foresthill	95631	Lodi	95241
Sacramento	95827	Granite Bay	95746	Lodi	95242