



WAUGH  
— AND ASSOCIATES —

**REO SOLUTIONS  
FOR ASSET MANAGERS**



## Overview & Philosophy

### Connecting You to Success.

Waugh and Associates is a strategic, industry leading, full service real estate company that helps financial institutions, developers, buyers, sellers, brokers, agents and investors achieve their business objectives. The firm's relationships, practices, disciplines, resourcefulness and people are a reflection of what sets us apart from the competition. Kyle Waugh, Founder & CEO, who has over twenty years of experience in real estate and business development, established Waugh and Associates. He founded it on the core belief that to deliver the highest standards in today's diverse and changing real estate environment, he needed to attract 'best of breed' real estate professionals and advisors, proficient in all areas of real estate with proven track records, developed skills and special knowledge that can be leveraged for the benefit of the company's diverse client base. To maintain this edge, Waugh and Associates provides unmatched support and training to each member of its team on an ongoing basis.

*We act as your personal valet, handling everything for you from A-Z.*

Beyond the high standards that the firm subscribes to, we recognize the need to be proficient in all areas of real estate – including financing, construction, title, mortgage, sales, marketing and property management. As a result, we made it a priority to develop teams of specialists in these disciplines. The agents and support staff at Waugh and Associates have made a commitment to building their careers at the company and, in turn, look at clients in terms of lifetime value. Our collective knowledge and deep understanding of the Las Vegas market, gives Waugh and Associates the ease to meet the varying needs of its clients with confidence.

*When Waugh and Associates works for you, satisfying your needs and getting results are what matters most.*

Waugh and Associates' commitment to excellence and relentless effort to exceed client expectations is displayed through its superior level of service unequalled by any other real estate brokerage - we act as your personal valet, handling everything for you from A to Z. As your representative, we pledge the resources, tools and people to ensure that your objectives are met; making every transaction a smooth process from start to finish. Our people are the reason our clients continue to work with us, time after time. When Waugh and Associates works for you, satisfying your needs and getting results are what matters most.



## The Waugh and Associates Advantage – A Blueprint for Success

Waugh and Associates' ability to think strategically extends far beyond our experience, our track record or our obsession with executional excellence; It is deep rooted in our unique approach and offerings of several proprietary advantages we've developed.

*Collectively, these uniquely identifiable fundamentals have been proven to work far more effectively and efficiently than any other options that may be available to you.*

**1. Database marketing and lead cultivation:** Since the late 1990s, we've steadily amassed contacts that are primary and secondary home purchasers, and investors. From the beginning, we've used an established system for collecting and screening all leads; each record in our database has been systematically qualified and re-qualified as a legitimate, actively interested prospect. Our procedure for growing and communicating with our database begins with collecting inbound leads via web, email, telephone, postal mail, and walk-ins. Each lead is then added to the appropriate database segment and tailored communications are delivered consistently through a combination of channels. The aim of our communication cycle is to foster interest, stimulate consideration and move each prospect toward purchasing a property we represent.

**2. Access to bulk disposition sales channels, including international markets.** We have developed a number of real estate disposition solutions and strategies for Developers, Financial Institutions and Direct Sellers who are seeking to quickly and discreetly clean-up their balance sheets and regain liquidity. We expose your real estate holdings to pre-screened, pre-qualified, "vetted" investors and buying groups with proven track records in syndicated purchases of distressed assets. By implementing a truly 'blind' process, where legitimate buyers and sellers can meet, review and procure real estate while maintaining their autonomy; Waugh and Associates protects both their identity and credentials while affirming confidence in the transaction.

**3. Our extensive network of brokers and agents.** We leverage the cultivated relationship between our sales associates and top-producing real estate agents by promoting your properties to our network of "Power Brokers", delivering YOU a nationwide presence with desired results.

**4. Sales and marketing synchronization:** Given the importance of marketing communications to the sales process, we will assume oversight responsibility for creative development of advertising and communications materials. We also aim at ensuring the relevancy and effectiveness of all marketing initiatives.

**5. Market research:** Our market research services provide extensive study and analysis of a broad reach of buyers in a variety of markets. The data and interpretation we provide; enables our clients to make informed decisions about location, product, pricing, and absorption; as a result minimizing their risk while maximizing profitability.

**6. Sales staff recruitment, training and management:** Our experienced management team takes a hands-on approach to overseeing sales teams, and integrates sales efforts within the overall marketing program. Our team of agents and support personal are handpicked and proven in the practice area of REO sales, new home sales and mid-rise and high-rise condominium sales. In an industry rife with frequent turnover of real estate associates, Waugh and Associates remains focused on its most valuable asset, it's PEOPLE; by empowering each agent with the resources, training and guidance needed to sell at peak potential.

Waugh and Associates agents are trained to become proficient in using the latest communications channels, including blogging, webinars, podcasting, social networks, search engines and SMS messages and are responsible for answering phone leads on a scheduled rotation. Our rigorous training also covers multiple aspects of sales, marketing, finance, and technology, empowering our agents to become experts on all our real estate product offerings, investment strategies and the trends and factors that influence real estate in America and key markets throughout the world. Waugh and Associates agents develop interpersonal skills, have a bias to action and are hell-bent on achieving success.

**7. Support staff and operation:** We staff our office with a dedicated team of front desk personnel, greeters, listing administrators, field reps, and transaction coordinators. We establish guiding principles to determine how they dress, what they say, how they initiate and nurture a relationship, and how they manage the escrow process and close the sale.

*We do not fit you  
in a "BOX".  
We customize a  
"BOX" to fit your  
needs.*

## **8. Waugh and Associates Sales and Administration Program**

**Strategy and Manual:** To ensure that there is shared understanding between the sales and marketing team, support personal and management about sales expectations, strategies and approach, procedures and file management, we have developed a 100+ page sales manual that details the steps and tactical processes that our dedicated sales staff and support personnel will follow and are expected to implement with precision. Consistent with Waugh and Associates philosophy, company management establishes sales goals and crafts strategy, and we hire sales executives and support personnel that are expected to perform like franchisees and deliver value by excelling at execution and implementation. Consequently, this document clearly and thoroughly lays out tactics, job functions and responsibilities, prospect management, sales presentation and consumer pathing, buyer profiling and qualifying, sales performance measurement process, and all agent-prospect and agent-buyer communications, including scripts for face-to-face, telephone, email and postal mail communications.

**9. Waugh and Associates Global Reaching Strategic Alliances Network:** We are fortunate to have developed strategic relationships with a number of seasoned and proficient global firms. By collaborating with partners who compliment our respective core competencies, we stay highly specialized while providing a broad range of sales, marketing and financial solutions. Thus, we do not fit you in our "box." Instead, we customize a "box" based upon your needs. **Who needs to think outside of a box, when all you really need is YOUR own!**



## The Waugh and Associates Method ®

**We take the 'work' out of your day-to-day process by first providing you the turn-key solution, US!**

Here's the bottom line. **We provide a powerful resource network that can deliver a high volume of sales quickly.** Through our multi-disciplinary and collaborative approach, we're able to leverage the following comprehensive suite of services on your behalf to deliver results. This revolutionary, vertically integrated solution has been created to give developers, resellers, investor groups, lenders and financial institutions a soup-to-nuts process that is unique in the marketplace and is designed to quickly and efficiently dispose of your properties, while at the same time, maximizing return, limiting losses by reducing costs and cycle times.

These resources include a full time market research department providing up to the minute data of the Las Vegas market, an in-house advertising and marketing agency, a fully staffed escrow department to handle hundreds of contracts flowing through each month, a sales department with the top caliber support and training, a full time IT department providing the sales management software and ensuring the smooth operation of our computers and servers, and finally the business development department supporting you with the process from beginning to the end.

### **Waugh and Associates Services include:**

- Market research and analysis
- Selection, training, coaching and management of an experienced sales team
- A custom-developed, start-to-finish sales and marketing program
- Lead generation and database management
- On-line integration with websites like reomaestro.com, reotrans.com and res.net
- Relocation services
- Construction and renovation management
- Escrow coordination and timely communication, accounting and processing
- Contract negotiation, review and process
- Closing facilitation

<u>Assignment</u>	<u>Assessment</u>	<u>Sales &amp; Marketing</u>	<u>Field Offers</u>
Occupancy Check Cash for Keys / Eviction Services Relocation Assistance Inspection & damage report with photos Trash out / Utilities Manage workflow, accounting and client communication	Assessed for salability / added value improvements BPO / Valuation Repair bid requests Coordinate repairs Complete all approved work Property prepared for sale Conduct check-up's Communicate results through online platform	Enter in MLS Order and install sign Initiate online advertising Initiate print advertising / flyers Provide MMR's to client Track all potential buyer leads Communicate results through online platform	Negotiate best price and terms Provide all offers for Waugh and Associates Bid accepted by client Order HOA package Coordinate with escrow and manage until close Communicate results through online platform



## **We stage the Escrow Process for Your efficiency.**

Our escrow department is staffed with full time dedicated transaction coordinators, listing administrators and support personnel who closely monitor the sales activity. They carefully follow each transaction from the initial stage to the close of escrow, establishing a smooth process between the seller, lender, buyer and title.

This department has implemented a cutting edge paperless system; making all communications and document deliveries faster and more precise than ever before. Our escrow management department holds weekly meetings with title companies to ensure that they are in close communication with the buyers and lenders.

Each segment of the escrow process is staged and assigned to a specific team who is responsible for communicating closely with all parties; ensuring a timely and well-executed closing.

***We clearly define an REO property assignment by three life phases – Pre-Listing, Listing and Contract/Closing***

### **Stage 1: Pre-listing**

“Pre-Listing Administrator” to assist with the following from initial assignment through date of listing:

- Assignment acceptance and initial BPO entry
- Coordinate with vendors for re-key, trash-out's , occupancy checks and repairs
- Coordinates Cash for Keys and communicates with eviction attorneys if necessary
- Maintains monthly marketing and activity reports until list date

### **Stage 2: Listing**

“Listing Administrator” to assist with the following from list date through contract acceptance:

- Enters listing into local MLS system
- Coordinates with marketing department for active properties and availability log
- Coordinates with field representatives for any necessary check-ups and repairs
- Receives and submits all offers to client; Negotiates offers for “highest and best”
- Maintains monthly marketing and activity reports from list date through contract acceptance

### **Stage 3: Contract/Closing**

“Transaction Coordinator” to assist with the following from contract acceptance through closing:

- Processes all paperwork for client Waugh and Associates
- Maintains thorough contact with buyer's agents, lenders and escrow for status reporting
- Notes important dates/deadlines for ease in closing
- Facilitates all state-mandated forms and documentation
- Coordinates with vendors if any loan-required repairs
- Maintains monthly marketing and activity reports from contract acceptance through closing
- Audits file at closing



## **We'll expose your home to the absolute maximum number of potential buyers.**

On any given day, our team reaches *thousands* of potential home-buyers in Nevada, California, Arizona and elsewhere. We create this exposure using the most effective and proven combination of approaches, including print advertising, open houses, the Waugh and Associates Network, television, web campaigns, HTML flyers, database management, brochures, business cards, signage, special events, local publications, national publications, PR stories, billboards and much more. Why? Because we prove each and every week that the more people looking, the more likely it is to sell. Not only does the exposure we generate work, but ***we incur all marketing costs. None are passed on to you.***

***Our priority is  
to remain  
in the  
technology lead.***

At Waugh and Associates, we invest more resources and imagination into each of these marketing methods because we are acutely aware of the advantage to your bottom line as a result of the marketing period being shortened by the means of creative sales, advertising and marketing plans. Accomplishing this objective depends on skilled, carefully planned execution in a variety of areas. As a top-selling real estate company in Las Vegas, we provide every resource available for making it happen.

At Waugh and Associates, our priority is to remain in the technology lead. There is no question that the Internet, wireless devices and software applications can give you the advantage in the marketplace. We are not just aware of the trends, we live them. After all, as our consumers continue to increasingly rely on these technologies to research their choices and make decisions, we recognize the importance of staying ahead of the curve. With the mass volume of leads that are generated through our marketing efforts, we secure a timely response. Our Marketing Director takes our web-based leads and personally responds to each and every request – ***converting a potential buyer into a true purchaser.***

### Marketing services

- MLS / lock box
- Direct mail
- Yard signs and property brochures
- Referral and relocation services
- Print advertising with exclusive print arrangements
- Virtual Tours
- Mass Email to all Las Vegas Realtors®
- Open houses
- Web site banner advertising
- Internet – over 30 locations including all major search engines and our own site, [www.SERLV.com](http://www.SERLV.com)
- Social networking



## **Waugh and Associates is in the technology lead.**

Waugh and Associates ensures an efficient method of communication between all parties. These systems are secure and thoroughly backed up, on and off site. Our IT department is always up to date on today's technological advances and pushes Waugh and Associates into the future. The software is completely adjustable to meet the needs of our client's. Users such as Title companies, Lending institutions and Agents can be assigned different levels of access, distinct and unique in accordance with their level of need in retrieving information, reviewing progress and accessing documents. This method ensures the fast and precise delivery of such important documents to all parties.

***Our IT department is always up to date on today's technological advances and pushes Waugh and Associates into the future***

Waugh and Associates utilizes:

- Res.Net
- REOTrans / Equator
- REOVM
- REOMaestro
- SharePoint
- Settleware Electronic Signing
- Paperless Systems and backups
- Bottom Line net sheet calculator
- Title Company interfaces
- Vendor Company interfaces
- Voice Pad automated property information
- PBX Phone systems – "follow me" forwarding
- ... and we can seamlessly integrate with your company's own portal system



## **Waugh and Associates Results – It matters.**

- We have produced multiple buyer offers on over 85% of our REO listings, and we close over 96% of the properties we list.
- On time closings! 95% of our assignments close on or before original anticipated closing date.
- 83% of our assignments meet our goal of selling from 95% to 105% of the initial asking price.
- 85% of our assignments sell from 94% to 106% of original BPO value.
- We publish 30+ photos and take hundreds of property photos for you to review (many REO brokers do not publish any property photos).
- We have a customized, advanced CRM system to keep track of potential buyers.
- We have a customized online operating system that aids our vendor partners and employees with a seamless line of communication in the management of bank-owned properties.
- On Time Tasks! Through daily exception reporting, our systems guarantee that every property moves through each phase of asset management using the fastest, most efficient and cost effective methods.



## **Waugh and Associates References**

The Waugh and Associates team has secured hundred's of millions of dollars in property acquisitions globally. We employ the strategies necessary to efficiently and effectively meet the diverse needs and objectives of our sellers. As our client, you will benefit from our well-defined process of valuation, documentation and disposition. Our integrity driven reputation, based on our performance, is echoed by our ever growing list of developers, banks and other financial institutions we represent.

- CitiMortgage
- Indy Mac Bank F.S.B, a division of OneWest Bank
- Carrington Mortgage Services
- Washington Mutual
- HSBC
- Deutsche Bank
- Wells Fargo
- First Horizon
- Ocwen Loan Servicing
- Old Republic Default Services



## **Waugh and Associates Pledge – Answering the call**

Waugh and Associates is an innovative firm, established as a direct reaction against the tired, stuck-in-their-ways practices of the larger brokerages. We're not a factory-style brokerage, nor are we a mom 'n' pop shop. Our leadership team shares complimentary expertise, backed by unmatched local expertise that delivers a global perspective.

As your representative, we pledge to leverage the full extent of our resources and abilities to providing you the very best option for selling your properties. When Waugh and Associates works for you, your interest is the only thing that matters.

- We pledge to deliver a commitment to service such as you will not find from any other real estate firm.
- Provide timely and accurate answers to your questions.
- Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer, and clarifying the choices available to you.
- Negotiate the best possible terms and price, and handle possible counteroffers, to reach a final agreement that is favorable to you.
- Work with the buyer's broker, settlement officer, title officer, lender and others to help coordinate their activities and keep the transaction moving forward.
- Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.
- Assist you in handling details required for the completion of the transaction.
- Finally, we pledge to always act in your best interest.

***When Waugh and Associates works  
for you, your interest  
is the only thing that matters.***