



# REAL ESTATE ASSET DISPOSITION

Florida's leader in Short Sale, Bank, Government and Investment Real Estate Properties.



Real Estate Asset Disposition Corp. is the most successful company of its kind in Florida. We have sold the largest inventory of bank owned properties for our clients than any other individual real estate firm in the State of Florida.

## RESULTS BY THE NUMBERS

### #1 FLORIDA REO FIRM

Real Estate Asset Disposition Corp is the most successful company of its kind in Florida. We have sold the largest inventory of bank owned properties for our clients than any other individual real estate firm in the State of Florida.

### \$1.3 BILLION SOLD

Real Estate Asset Disposition Corp (READ Corp) is Florida's largest, most established manager and Broker of REO properties. Long before it was a subject on everyone's mind. READ was in the foreclosure business. Owner Jim Banford has worked for over 25 years in various aspects of investment and mortgage banking; his team experienced in short sales, loss mitigation management, REO asset management and REO brokerage. Jim is an authority in his field and a frequent speaker and writer on REO and foreclosure issues.

### 1000 AVG REO CLOSINGS ANNUALLY

When our clients ask about an area or a property from Jacksonville to Miami, we have staff on the ground, available and ready to act. We are the Florida experts.

### 30 EMPLOYEES

Our staff is dedicated and focused on marketing and selling your REO, Short Sale or Retail property assets quickly and professionally. We are well established in Florida, and value our reputation and customer relationships that have been forged over many years.

### 2,000 UNIQUE MONTHLY VISITORS

Marketing your properties through our website, [www.RealEstateAssetDisposition.com](http://www.RealEstateAssetDisposition.com) with SEO and social media efforts helps you attract more potential customers on a daily basis. Using both traditional and digital media, READ is always dedicated to getting our customer's inventory sold as quickly as possible.







## READ has the Florida foreclosure market covered.

Formed in 2001, READ Corp covers the State with seven offices exclusively dedicated to short sales and bank owned properties. With offices in eight major markets, READ has Florida covered. From Miami to Jacksonville, and all vital markets in between, READ is on the ground with working professionals. READ maintains its headquarters in West Palm Beach and has six satellite offices across the state for effective local market representation.

### SERVICES PROVIDED

- DISTRESSED BORROWER PROGRAMS
- SHORT SALES
- REO MARKETING & DISPOSITION
- BROKER'S PRICE OPINIONS
- REAL ESTATE INSPECTIONS FOR OCCUPANCY & VALUATION
- GENERAL CONTRACTING SERVICES TO MEET YOUR RENOVATION NEEDS
- REAL ESTATE INVESTMENT ACQUISITION SERVICES

TAILORED TO CLIENT'S REQUIREMENTS

### Past and Current Clients include:



By Listing With Real Estate Asset Disposition, your property will appear on the top real estate sites in Nationally and Internationally with more than 80 million views monthly including:



36 Million Users



23 Million Users



18 Million Users



6 Million Users



1 Million Users



1 Million Users



Real Estate Asset Disposition Corp is in it's 20th year of work with Short Sales and Foreclosed properties and has more than 13,000 closed sales.

## What is a Short Sale?

A short sale simply means a mortgage loan payoff that is lower than the amount owed to the lender – also known as a shortfall payoff. A key component is the lender's approval to accept less money than the total due on the loan as without this, a short sale cannot be completed.

The short sale process can be confusing to some home buyers and sellers as there are more “moving parts” than in a normal real estate transaction. A seller and home both need to meet certain criteria to be sold short. Information regarding the seller's finances and the home's value will need to be gathered and presented to the lender along with other items in a packet, as well as having a prospective buyer.

## Benefits of a Short Sale

### For the Seller

A Short Sale avoids foreclosure.

Preserves the owners (borrowers) credit as the impact is less than in a foreclosure.

May allow for relocation or other financial assistance to be received.

Allows for negotiation to remove the deficiency collection (amount lender does not receive but is owed).

Resolves the distress situation sooner than a foreclosure.

### For the Lender

The lender does not have to take the property back and bear the expenses of maintaining, securing and repairing it until it can be sold.

Foreclosure auction sale prices are generally lower than the market value of a property so they will likely get more money sooner via short sales.

Resolves the default loan situation sooner than a foreclosure.

## Next Steps ...

Call or email the nearest office of Real Estate Asset Disposition to discuss your individual situation. Try to not wait until the foreclosure sale date is set as that may be too late - it increases the chance that the lender is unwilling to work with you. Allow our two decades of experience work for you.

# REAL ESTATE ASSET DISPOSITION (READ CORP) PRESENTS

## DELINQUENT MORTGAGE PATHWAYS

### REFINANCE

Borrow To Pay Off  
Existing Loan



RESOLUTION WITH LOW  
CREDIT IMPAIRMENT\*



We Have Financing  
Solutions For Most  
Situations

### LIST AND SELL

With Equity - List  
And Sell, Payoff  
Lender In Full  
Receive & Keep  
Proceeds



RESOLUTION  
WITH LOW CREDIT  
IMPAIRMENT\*



We Sell Most Of Our  
Properties With Multiple  
Offers, Resulting In The  
Highest Price To Seller

### SHORT SALE

Without Equity - List  
And Sell, Negotiate  
Short Sale With  
Lender



RESOLUTION WITH  
MODERATE CREDIT  
IMPAIRMENT.  
OPPORTUNITY TO  
RECEIVE RELOCATION  
ASSISTANCE AND  
WAIVER OF DEFICIENCY  
COLLECTION. NO  
RELATED INCOME TAXES  
OWED FOR 2020



We Have Been Working  
With Property Owners  
And Lenders To  
Resolve The Mortgage  
Delinquency Via Short  
Sale Since 2001

REINSTATE LOAN  
Lump Sum Payment  
To Bring Loan  
Principal, Interest And  
Fees Current.



RESOLUTION  
WITH LOW CREDIT  
IMPAIRMENT\*  
BUT REQUIRES  
BORROWER TO PAY  
ALL DELINQUENT  
FUNDS OWED TO  
COME CURRENT - MAY  
NOT BE FINANCIALLY  
POSSIBLE



Consider Sources  
Of Capital - Stock  
Accounts, Retirement  
Funds, Private Loans  
From Friends Or Family.  
We May Be Able To  
Refinance Other Real  
Estate Owned.

DEED IN LIEU OF  
FORECLOSURE  
Transfer Title "Deed"  
To Lender - Used  
When There Is No  
Equity - Avoids  
Foreclosure



AVOIDS  
FORECLOSURE,  
RETIRES DEBT  
AND RELOCATION  
ASSISTANCE MAY  
BE AVAILABLE. NOT  
OFTEN USED IF  
OTHER LIENS ON  
PROPERTY



This Path Is Not  
Often Used But Once  
Executed, It Does Avoid  
Foreclosure And READ  
Corp Can Negotiate  
Certain Buyer  
Protections

FORECLOSURE  
Lender forces sale of  
property to recover  
some or all money  
owed



GREATEST NEGATIVE  
IMPACT ON CREDIT.  
LENDER CAN PURSUE  
COLLECTION FOR  
LOSSES.



Avoid this if at all  
possible by using  
one of the pathways  
assisted by READ Corp.

## BENEFITS OF CHOSEN PATH

\*Depends on the length of delinquency

# 14 POINT REAL ESTATE MARKETING PLAN

1

We strategically place your home on the MLS. As we are Statewide with our office presence, we can list your home on several MLS services both locally and out of area.

2

In addition, your home will be on Zillow.com, Realtor.com, Trulia.com, Redfin.com, and Movoto.com. These sites have a combined 80 Million monthly visitors.

3

Professional pictures of the interior and exterior of your home taken to ensure showing it in the best possible light.

4

Virtual tour online to ensure Buyer and Seller safety and comfort.

5

Brochure/flyer created for online and print distribution.

6

Hold open house(s) to increase buyer activity or your property.

7

The firm has valued and sold in excess of \$1 Billion in real estate - we have the expertise to correctly PRICE your property.

8

Call, text and or send postcards to your neighbors to let them know your home is for sale.

9

Personally invite your neighbors to the open house/broker preview.

10

Prospecting daily to find a buyer for your home.

11

Professional but aggressive follow-up with prospective buyers.

12

Advertise – In addition to the real estate specific sites above, your home will be marketed on Social media and Business sites such as YouTube.com, Facebook and LinkedIn.com

13

Communication with you to advise on Agent and Buyer feedback, market changes and pricing strategy.

14

Close the sale – handling all aspects through the closing and funding of the sale.



# Real Estate Asset Disposition Corp.

## Muni City Village Town County

### Unlock the Value of your Real Estate.

Cities become owners of real estate in a various number of ways including code enforcement liens, non-payment of taxes and acquisition strategies. Frequently dedicated personnel are not in place, or need private assistance to manage the real estate, determine the best use and make disposition decisions. Real Estate Asset Disposition formed in 2001 and is Florida's leader in management and disposition of institutionally owned assets. On behalf of more than 30 banks, lenders and servicers over the past 19 years, Real Estate Asset Disposition has managed and sold more than 13,000 properties.

### Services Offered

#### ASSET & PROPERTY MANAGEMENT

Create portfolio database. Identify highest & best use. Create disposition strategies. Provide property maintenance and repairs for best price execution.

**INCREASE MUNICIPALITY  
REVENUE THROUGH SALE**

#### VALUATION

Provide brokers price opinions, including property site inspections. strategies. Provide property maintenance and repairs for best price execution for commercial, residential, and industrial properties

**INCREASE TAX BASE THROUGH  
THIRD PARTY OWNERSHIP**

#### DISPOSITION

Marketing & brokerage to targeted buying segments including nonprofit entities, developers and low income home buyers.

**DECREASE POTENTIAL  
BLIGHT by MAINTAINING &  
IMPROVING PROPERTY**





## Jim Banford

### CEO of Real Estate Asset Disposition

Career spans 30 years in various aspects of default mortgage servicing, REO disposition, acquisition of single and multifamily assets for financial institutions Florida. His career began at OCWEN where he performed asset management functions in loan resolution and REO Departments of the firm. From there he joined the investment firm of Capital Asset and spent the next five years

buying and servicing municipal debt including real estate tax liens and utility receivables in bulk transactions and an annual budget approaching \$1 billion dollars.

In 2001, I formed Real Estate Asset Disposition (READ Corp) and an affiliated company called REO Acceptance Corp. READ Corp. has represented more than 30 servicers, lenders and banks that entrust the firm to manage and sell REO and conduct short sale transactions throughout Florida.

In 2016, the firm began work on managing and selling municipal government owned real estate assets. The Company is headquartered in West Palm Beach with seven office locations throughout Florida. REO Acceptance Corp serves as a buyer of low end REO on a flow basis and has acquired more than 1700 houses throughout the United States subject to open liens and encumbrances.

Rounding out the real estate businesses is a Private Equity Lending Program. Since 2010, I have been making mortgage loans backed by residential and commercial real estate in Florida. My borrowers include developers, multifamily operators and fix-and-flip investors. The current portfolio (Summer 2020) is approximately \$8.5 million and is 100% equity, both personal and that of a few investors.

## Accomplishments

- Owns/runs Florida's #1 firm in terms of units and dollars of REO properties sold
- More than \$1.3 Billion Closed in Short Sale and REO Transactions
- Offices with experienced staff in seven locations throughout Florida
- Private Equity specialty lender and servicer – no defaults since the business began in 2010.



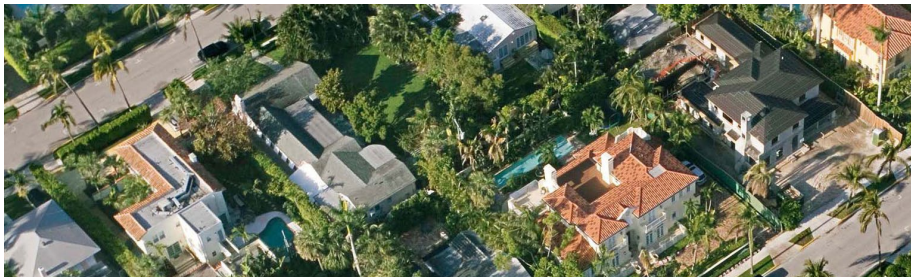
# Real Estate Asset Disposition Corp. Professional Profiles

## Sheri Alexander

Lead Agent, St. Lucie and Martin County  
Real Estate Asset Disposition

The lead real estate agent in our St Lucie and Martin County offices, and has held the position since 2008. With thirty years of experience spanning over four states, she has the knowledge to handle any transaction and every curve ball while providing quality service to our clients. Prior to joining READ Corp., she was the operations manager for one of the leading commercial real estate firms in Miami/Dade County.

Sheri is an active member of her community, contributing time and fund-raising efforts to the Treasure Coast Food Bank, and through her services as a member of Christ Fellowship Church. An active outdoors fitness enthusiast, Sheri and her twin daughters have competed in 5k mud runs, charitable walks and runs, and enjoys frequenting our beautiful beaches, including assisting with annual Treasure Coast Beach Clean-up efforts and advocating for clean-water practices in the state.



## Theresa Berube

VP of Real Estate Operations • Licensed Real Estate Salesperson

Theresa epitomizes success and dedication to the job at hand.

During her 20 years of employment at a manufacturing plant she progressed quickly to Warehouse Supervisor. When the manufacturing plant was sold & relocated out of state in 2000, Theresa chose to stay in the Beautiful State of Florida. She made the decision to prepare herself for a new career in Real Estate, obtaining her Real Estate License & Mortgage Brokers License in 2001.

Theresa became a member of the Real Estate Asset Disposition Corp family in 2001 as a part time office assistant (Jill of all trades). It didn't take long for her skill and dedication to become recognized and her position quickly blossomed to full time assistant to the Broker, learning all phases of REO. In her 19 years working side by side with her Broker/Mentor, Jim Banford, she has gained a higher level of expertise and knowledge of all things REO from start to finish.

Theresa enjoys accepting new responsibilities, following in her Brokers footsteps she quickly began managing assets for the firms affiliated holding company, REO Acceptance Corp. As asset manager for portfolio of assets Theresa possesses skill and knowledge of Real Estate asset management including but not limited to title and ownership research, drafting agreements, quitclaim deeds and experience in recording of deeds throughout the U.S. Her title acumen resolving title issues has saved Bank, Lending & Government Clients significant time & money.

Theresa lives by The Golden Rule. She consistently offers consideration, understanding and kindness. She lives the maxim. – to do unto others as she would have them do unto her.

## John Comeau

### Realtor, Real Estate Asset Disposition

John is a Professional Realtor who will help you accomplish whatever Real Estate goals you desire. His experience and ability to quickly understand his customers needs is what sets him apart from other real estate agents. Originally from Worcester, Massachusetts, John moved to Palm Beach County in 1985. Coming from a family of 9 he quickly learned that you need to help others first in order to accomplish what you want and desire. In 1988 he began his career in sales as a fitness consultant and has since sold over 20,000 memberships and trained more than 50,000 people.

In 2004 he became a licensed mortgage broker and utilizing his knowledge and experience in fitness, quickly rose to the top of his company within his first year.

In 2014 John was working as a wholesale real estate buyer and seller helping many investors with all types of properties.

In 2016 he began working at Real Estate Asset Disposition and has become a well rounded expert in retail marketing, wholesaling, preforeclosure to foreclosures, short sales and For Sale By Owner Backup sales.

Today, as a father of 3 beautiful children he knows how important it is to a family to find a home that everyone can enjoy. Whether you are selling or buying John will work tirelessly to promote your best interests. He knows that any successful agent must work 24 hours a day as well as nights and weekends. His phone is always on and will quickly respond to every client's message.

## Craig A. Green

### Lead Agent, Broward County, Real Estate Asset Disposition

Craig Green is the lead real estate agent in Real Estate Asset Disposition's Broward County office, a position he has held since 2007. Prior to that, Mr. Green performed real estate asset management duties for the company's subsidiary REO Acceptance LLC. During Mr. Green's 15 years with the company, he distinguished himself as a top sales performer and regularly receives positive feedback from selling clients as well as institutional and end user purchasers.

Craig knows how to address personal challenges having been diagnosed with Parkinson's disease in 2013. He is active with the Michael J. Fox Foundation and has participated in numerous clinical trials. Craig is also a graduate of West Chester University in Pennsylvania.

## Ricardo Gonzalez

### Broker Associate, Real Estate Asset Disposition

Ricardo (Ricky) has been an active licensed real estate agent since November 1999, from the very beginning it became his career and passion, many satisfied buyer and sellers.

In the year 2007 Ricardo joined REAL ESTATE ASSET DISPOSITION and took over the area of Miami Dade county and south Broward county, throughout these uncertain times Ricardo managed to get involved with new laws, codes and rules set by cities, many homes abandoned, many residents confused, but with dedication and discipline he managed to become one of the top 5 agents in the county gaining the trust of banks, and asset management companies, Ricardo learned to manage code violations, city ordinance, long meetings with city officials. During these confusing times Ricardo managed to establish relations with local leaders and politicians to understand the day by day operation to avoid possible delays and be able to foresee potential building violations issues, in a meeting with then mayor of Miami Dade county and his legal staff was able to set a special exception for banks inheriting violations done by foreclosed homes.

Ricardo has a long record to successfully guiding local, national and multinational clients with their investment acquisitions, asset reposition and dispositions. Ricardo closes transactions valued in over \$40 million consistently. Ricardo is member of local associations and activities related to REAL ESTATE INVESTMENT.

## Scott and Nancy Lehmbeck

### Real Estate Agents, Jacksonville, Real Estate Asset Disposition

Scott Lehmbeck is the lead real estate agent in Real Estate Asset Disposition's Jacksonville office and has held this position since 2002. Scott holds a Bachelor's Degree from Florida State University in Economics. Prior to joining the company Scott was an asset manager for Bank of America and was an appraiser prior to that. Scott has been one of our top sales agents for many years. He has been very successful in building a strong support team to help handle his REO volume. Scott's team seamlessly handles many rehabs and repairs for his REO properties. He is very experienced in working with city officials on code violations and city issues.

Nancy Lehmbeck has been a licensed real estate agent since 1996. Nancy joined her husband Scott Lehmbeck with Real Estate Asset Disposition in 2012 and helps support the Jacksonville office. Prior to joining Real Estate Asset Disposition Nancy has a 12 year career in Default Management. In 2012-2013 Nancy worked with a fund that was buying properties as rentals, selling over 200 homes her first year with the company. She successfully built a support team to assist in the volume of sales. Nancy currently supports the office duties and works with investors, retail buyers/sellers and helps handle the REO properties.



# Real Estate Asset Disposition Corp. Professional Profiles Continued

## Michele Stanek

### VP Real Estate Acquisitions • Licensed General Contractor

Michele Stanek has over 20 years' experience in the default banking arena. She started her career at Ocwen Federal Bank and has held positions in the Executive Management Team with Fannie Mae, as Vice President of Bank United, and Vice President of Doral Bank in Puerto Rico. She is currently our VP of Real Estate Acquisitions where she develops real estate acquisition & development strategies for the company. Her primary focus is to evaluate and assess potential real estate acquisitions, divestitures and development and re-development maximizing profitability for the company and its investors. As the VP of Real Estate Acquisitions Michele researches, evaluates and analyzes options and information that leads to optimal decision-making for real estate acquisitions & development. And she also oversees construction, renovation, property management and maintenance of the real estate portfolio of the company and its various funds.

#### In addition Michele:

- Is a member of Mensa
- Holds both a Bachelor's and Master's Degree from Florida State University in International Business
- Is a Licensed General Contractor for the State of Florida and a Licensed Real Estate Broker
- Is a member of the Palm Beach County Sheriff's Office C.O.P. Marine Unit

## Justin Ostow

### Realtor, Tampa Office Manager, Real Estate Asset Disposition

Justin Ostow is the lead real estate agent in READ's Tampa Bay office. Mr. Ostow has been a licensed Realtor since 2006 in which time he has successfully closed more than \$80 Million in volume encompassing the entire greater Tampa Bay region.

Joining the firm in 2008, he has consistently been a top producer and highly ranked amount his colleagues. His past sales experience includes traditional Single Family homes, vacant lots, Multi-Family investment properties, and large Multi-Million dollar development projects. Instrumental to his success is a highly valued clientele base who have rated him as a 5 star agent across major Realtor rating platforms.



## Gisela Perla

### Technology and Development, Real Estate Asset Disposition

Gisela Perla's detail-oriented information technology expertise has led her to join Real Estate Asset Disposition covering the firm's Central Florida region. Gisela Perla brings twenty years of experience in technology, excellent customer service and a commitment to work hard, listen and follow through. She provides quality service to build relationships with clients and more importantly, maintain those relationships by communicating effectively. Dynamic and engaging bilingual communicator (English / Spanish) adept at designing customized processes for clients and staff to ensure effective measurable results. Strong customer service focus with many years of experience successfully building rapport with customers and employees in different industries. Results-oriented team player who works well in challenging environments with excellent analytical, problem solving, and organizational skills. As an active member of the Central Florida Community for 25 years she is excited to be turning that community focus toward real estate.

Gisela is located in Orlando, FL. She is a graduate of the University of Central Florida, where she received her BS in Management Information Systems. She later acquired her Master's degree in Network & Communications Management at the Keller Graduate School of Management. She holds the Short Sales & Foreclosures Resource Certification (SFR), Pricing Strategy Advisor Certification (PSA) and RES.NET Agent Certificate. Gisela utilizes the latest technologies for real estate marketing, has great attention to detail, and a passion for perfection.

## Jim Kelly

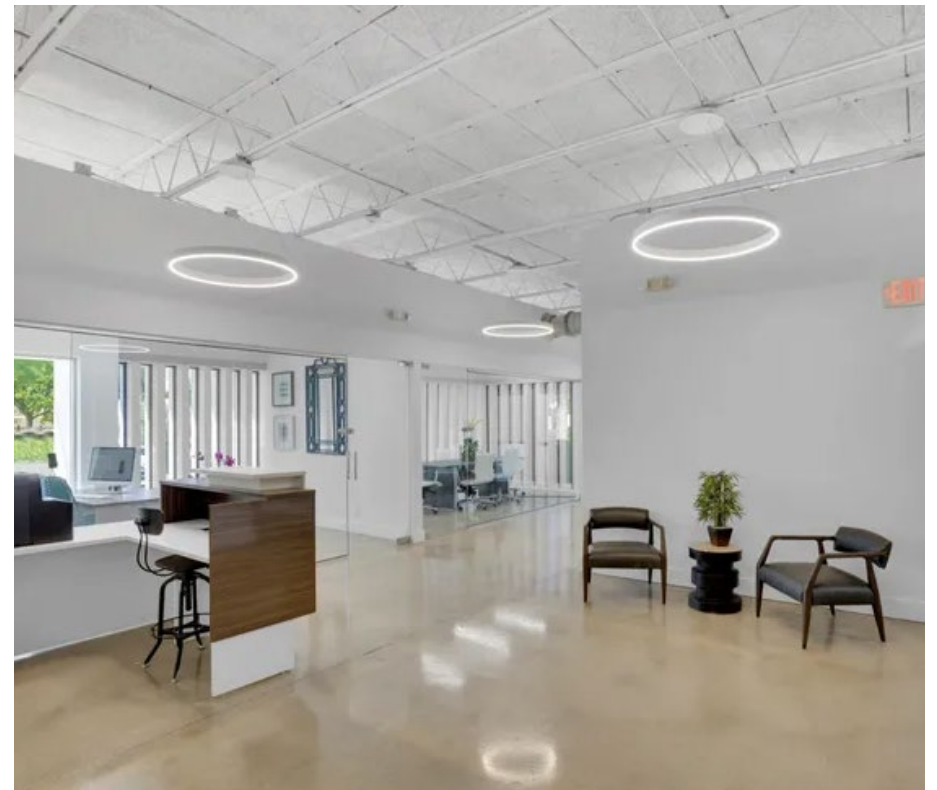
### Lead Agent Florida Keys Office, Real Estate Asset Disposition

Jimmy Kelly invites us to paradise, based in The Florida Keys. Positioned strategically in The Lower Keys, a literal stones throw between Key West and Marathon Key, Jimmy always delivers sound representation built on a solid foundation of Expert Customer Service, Sales Savvy and Professional Property Management Skills. Since 2008, Mr. Kelly has worked diligently to deliver comprehensive results and enjoyable experiences for his clients. Jimmy knows that buying or selling a home in The Florida Keys is a complex, sophisticated and often deeply personal endeavor. He is persistent and dedicated to achieving his clients' goals. He attributes his success to the relationships he builds and his transparent approach. Jimmy Kelly is proud to work with the exceptional team here at Real Estate Asset Disposition and is honored to call READ Corp. home.

## Lisa Creese

### Realtor, Real Estate Asset Disposition

Lisa has been in real estate since 2005 upon relocating from California where she obtained her MBA degree and worked in the fast paced Silicon Valley. She brings fifteen years of experience in real estate, excellent customer service and a commitment to work hard, listen and follow through. She provides quality service to build relationships with clients and more importantly, maintain those relationships by communicating effectively. She also specializes in asset management, the marketing, managing, preservation, and sale of bank and corporate owned inventory. As a Certified REO Professional, with over 15yrs in the Real Estate Business, she has personally handled thousands of sales from owner re-sale to foreclosures and more for her clients. Throughout the entire REO process she will follow the client's guidelines very closely. She takes pride in her integrity, timely notifications and accurate information. She personally has completed oversight over Reputable & Reliable Property Management Contractors who are Licensed and Insured, including but not limited to Locksmiths, Landscapers, Debris Removal, Pool Maintenance, and Repair Contractors.





# REAL ESTATE ASSET DISPOSITION CORP LOCATIONS

## WEST PALM BEACH OFFICE (Main office)

Jim Banford – CEO, Broker  
300 Butler St  
West Palm Beach, FL 33407  
(O) 561-655-6605  
jbanford@readcorpneo.com

## TAMPA OFFICE

Justin Ostow- Agent  
Dawn Shalcross – Agent  
7853 Gunn Hwy  
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jostow@gmail.com

## ORLANDO OFFICE

Gisela Perla – Agent  
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giselaperla@gmail.com

## JACKSONVILLE

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## MIAMI OFFICE

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(O) 305 316-9369  
rickyrealty@hotmail.com  
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## FT. LAUDERDALE OFFICE

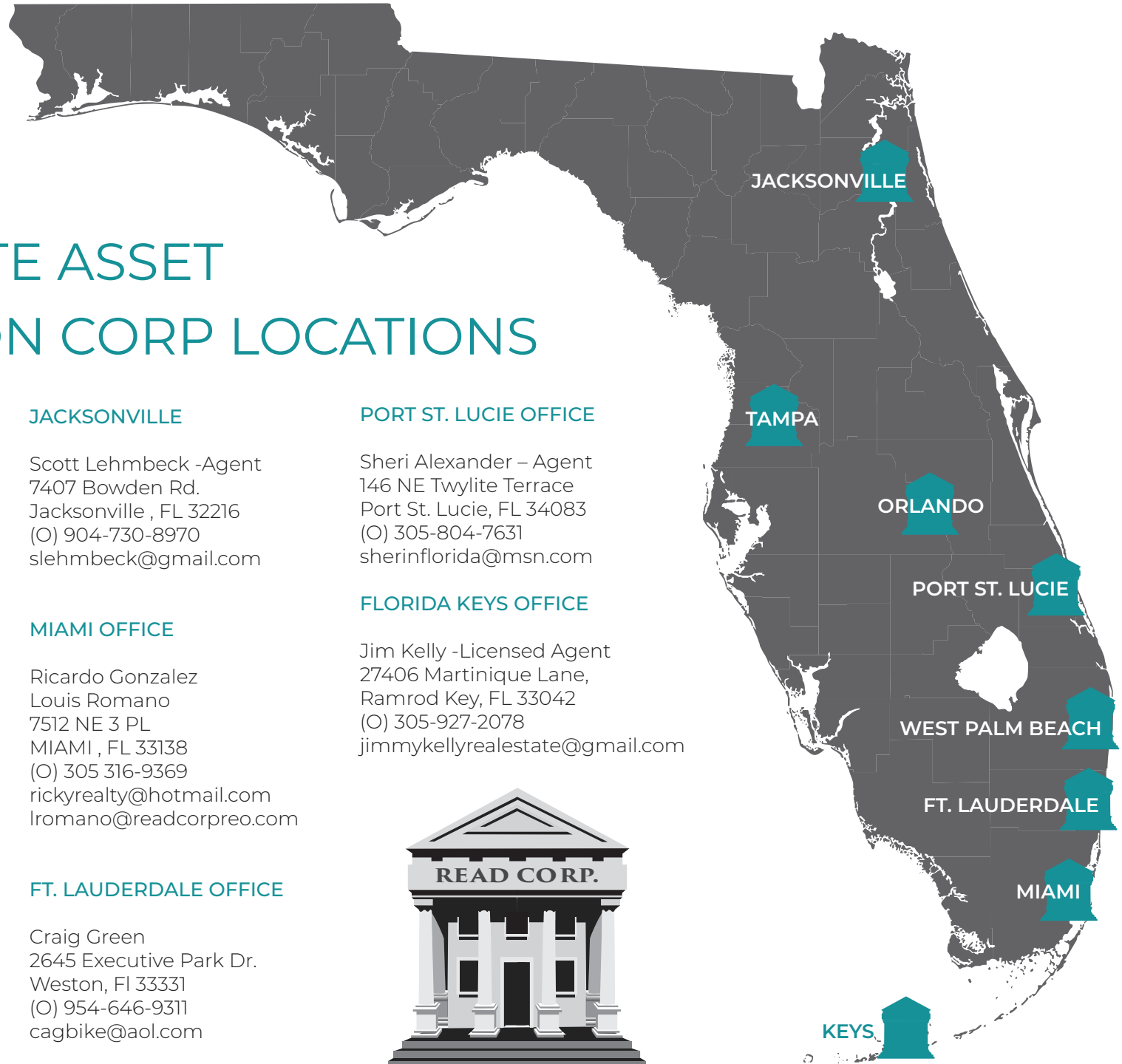
Craig Green  
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Weston, FL 33331  
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cagbike@aol.com

## PORT ST. LUCIE OFFICE

Sheri Alexander – Agent  
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sherinflorida@msn.com

## FLORIDA KEYS OFFICE

Jim Kelly -Licensed Agent  
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# 300 BUTLER

BUSINESS CENTRE







# REAL ESTATE ASSET DISPOSITION

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