

Bill Hart

TalkJet Audio Interviews

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This month's TalkJet interview is with;

Alisa Glutz

Cherry Creek Mortgage Co.

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While Alisa is a licensed mortgage professional, her PASSION is credit.

Following the market crash of 2008, Alisa became aware of Dave Ramsey's "Financial Peace University" (www.daveramsey.com), got registered and taught the class to local REALTORS in her market. What she found was that those in the real estate industry were first interested in applying these lessons in their own lives, and then carrying it forward to their clients and customers.

CREDIT REPORTS:

Having reviewed thousands of them, Alisa found that there were many errors on them; foreclosures being listed as short sales, FNMA coming back and saying 'we don't have a code for a short sale' creating automated underwriting issues and closings being delayed as a result etc.

BOOMERANG BUYERS:

Seven years after the Crash of 2008 (because 7 years is how long most items stay on your credit), and here we are in 2015. Now is the time to help them put together a game plan to re-enter the market and purchase a home.

Get your credit-challenged buyers together with your lender as soon as possible so that their credit position is maximized for the purchase.

SHAME:

Alisa points out that REALTORS will often approach her after her CE classes and want to privately ask her a question because they are embarrassed about their individual situation.

To start this conversation with a buyer, Alisa recommends the following script; "I don't know if credit, or downpayment has been an issue in buying a home, but that's my area of expertise." (leading with what is so often the problem, helps to open that conversation)

VETERANS:

...are often unclear as to their VA Eligibility – ask everyone if they are a veteran. Your job may just become much easier.