

PRESS RELEASE

Of interest to editors and journalists covering:
Real Estate, Banking/Finance, MD Business News

Innovative Mortgage Consultants Reverse the Motivated Seller Concept To Remove
FSBO Headaches and Guarantee Top Dollar

GAITHERSBURG, MD - June 7, 2004 /Send2Press Newswire/ -- Easy Mortgage Solutions of Gaithersburg, Maryland, in association with Bill Bowen Associates - CPA, MBA, CDP, is helping individuals sell real estate by reversing the motivated Seller concept. The system, called Easy Mortgage Money, offers a way for Homesellers to sell quickly and receive full value by targeting "motivated Buyers."

Mortgage Consultant, Carl Hartman says, "Target marketing is the key for selling quickly and receiving top dollar." Real estate Investors have made fortunes by targeting motivated Sellers. They often purchase property at a discount and with excellent terms. The Easy Mortgage Money system is setting a new trend. Sellers benefit by targeting motivated Buyers.

The Easy Mortgage Money system is designed to give control to the Seller. It is primarily used by FSBO's (For Sale by Owner properties) however, real estate Agents also use the system to sell slower moving properties and to sell quickly for clients that require it. Hartman expects to see the trend continue because mortgage interest rates are rising and houses are expected to stay on the market longer.

When targeting motivated Buyers, Homesellers receive full price, avoid negotiating and reduce time spent showing the property. In addition, they close the sale quickly by using a streamlined process. To attract motivated Buyers, special classified advertisements and special lawn signs are used.

Buyers also benefit from the Easy Mortgage Money system. Motivated Buyers are people that have been turned down for conventional financing. Contrary to belief, people from all economic levels cannot obtain conventional financing. In one week, the system was used to help two doctors who both had incomes of over \$650,000. They could not obtain conventional financing due to problems on their credit report (one from a divorce and the other from an investment issue). Another Buyer was capable of paying \$1.9 million for a luxurious condominium. He could not obtain conventional financing because his income was "unqualified". He was an entrepreneur in a new high tech business.

People that do not qualify for conventional financing are motivated because they know that purchasing a house and making timely mortgage payments is the quickest way to restore their credit. The dream of home ownership is also a factor. The Easy Mortgage Money system uses a unique financing method to qualify these Buyers. The Seller has the option of taking a note for some of the financing or receiving all cash.

Easy Mortgage Solutions is currently offering a free "Homesellers Kit" that provides all of the details for using the system. The kit contains a 24 page Seller's Guide, software for pre-qualifying Buyers and paperwork to facilitate the sale. A consultant is also assigned to answer any questions and provide financing information. Sellers and Buyers can go to www.housesoldeasy.com for more information or contact Carl C. Hartman at 240-638-5007.

Media Contact:
Carl C. Hartman, Independent Consultant
of Easy Mortgage Solutions
+1-240-643-9433
cchartman@housesoldeasy.com

#

[source of news = Easy Mortgage Solutions]

ref: <http://www.send2press.com/2archive/2004/pr04-060701-emortgage.txt>
<http://www.send2press.com/2archivePDF/pr04-060701-emortgage.pdf>

*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:
cchartman@housesoldeasy.com (media only)

If used for publication, please send specimen copy.

S2P-NP/0c/ MD / Gaithersburg, Maryland / Copr. (c) 2004 Send2Press.

This release was issued on behalf of the above organization,
who is solely responsible for accuracy of content,
by Send2Press(TM), a unit of Neotrope(R). <http://www.Send2Press.com>