

PRESS RELEASE

[Clifford A Ponte of Century 21 Associates Realty] Completes Prestigious ASD (Accredited Short Sale Designation) to Specialize in Real Estate Short Sales

January 3rd 2011—**Clifford Ponte**, a Realtor with Century 21 Associates Realty in Fall River has earned the prestigious Harris Real Estate University Accredited Short Sale Designation (ASD), having completed extensive training in negotiating and closing Short Sales. This expertise is invaluable at a time when the nation's housing market is devastated by millions of distressed home owners thrust into the foreclosure process.

The Short Sale of a property allows the distressed owner, through their Realtor, to find a buyer willing to purchase their home before they are forced into the foreclosure process. The owner can then use proceeds to repay their lender, even if the amount is less than what they actually owe on the property. In the current economy nearly all lenders are willing to consider Short Sales because they are less costly and time-consuming than foreclosures.

“The Harris Real Estate University ASD designation has been invaluable as I work with sellers and lenders on complicated Short Sales. In the Bristol County area many homes are in some stage of foreclosure. The best action against foreclosure is Short Sale,” said Cliff Ponte “It is so rewarding to be able to help families save their homes from foreclosure.”

Tim and Julie Harris, founders of the Harris Real Estate University in Las Vegas, NV, said “Realtors such as Cliff Ponte with the HREU ASD designation have valuable training in Short Sales and can offer homeowners a better alternative to foreclosure, which inevitably destroys their credit rating and prevents them from having the ability to purchase a new home. Through our in-depth training and continuous education programs, these agents are trained to aggressively seek sellers and buyers using our extensive marketing techniques.”

The Harris Real Estate University opened in 1998, and provides Distressed Property Agent training through webinars, teleseminars and teleconferencing. Agents can earn their Short Sale Listing designation remotely from their offices all across the nation. The HREU ASD is the premier designation for Realtors who want to specialize in helping distressed home owners.

“Our goal is to prepare agents enrolled in the program for the increasingly competitive Short Sale market. It's becoming more difficult for uncertified agents to out-sell our graduates. Our comprehensive Short Sale Certification gives them everything they need to gain an edge over other agents in their service areas,” Harris said.

If you feel you are in need of more information about foreclosure alternatives, or if you are under water on your mortgage payments, call Cliff Ponte for more information **508-567-8604** or email him at shortsale@c21associatesrealty.com