



Agent Q4 Newsletter

Certified Agent Spotlight

Henry Benito

1) What is your primary business? How long have you been in the business?

Our primary business is an REO Brokerage. I have been involved in selling REO and Short Sale properties since 1999.

2) How did you first hear about Equator?

I first heard about Equator (still called REOTrans at the time) in 2007 when a client started using the system. We have been using the Platform ever since!

3) What do you use the Equator Platform for?

We use the platform for both Short Sale and REO Properties. We rely on Equator to coordinate with clients and their vendors on all default assets. Equator is very helpful in tracking and organizing communication during all stages of the process, from the initial referral through closing.

4) How do you feel using the Equator Platform has helped your business?

It has provided an easy-to-use Platform to keep track of everything in the REO life cycle. I have been able to get new staff quickly trained on the system. When clients have told me they are moving their assets into Equator I breathe a sigh of relief. It's so much easier for agents and their staff to get acclimated to using one Platform well rather than several. It also has led to new business as most of my existing clients have approached us and mentioned during the interview process that it was due to our Equator performance.

5) What advice would you offer to other agents using the Equator Platform?

Complete your tasks when they are still green. I know it's sometimes not possible so you need to ensure the ones you can do are completed to balance out the ones you have to turn in when they aren't green!

6) What advice would you offer to agents just starting the REO and SS business?

Immerse yourself in all the available REO training classes and start doing paid BPO's well since that will be crucial when you're doing them for your own listings. Once you're hired by an REO client, go above and beyond what is expected so you become the preferred agent in that coverage area for them. With time and a proven track record to run on, other clients will start seeking you out.

7) What feature would you most like to see added to the Equator Workstation?

Have a way for agents to be able to see their Agent Scorecard. I feel that if you can readily see your Scorecard, then you can strive to improve upon it. On one client web portal that we use we can see our rating as compared to every other agent in the State. For competitive agents, this motivates us further to be #1.

ABOUT HENRY BENITO:



Henry Benito is a Real Estate Broker, REO Default Professional and contributing Author to the upcoming book: "New Rise in Real Estate". He opened up his boutique real estate firm in 2001 to specialize in distressed assets exclusively. Henry has various REO certifications, is a member of the Mortgage Bankers Association and has a certified veteran & minority owned business.

If you're an Agent or Broker looking to consult with Henry on setting up your REO Operations or hiring overseas staff, visit www.BenitoREO.com.

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