

# Using ForeclosureRadar to Buy Smart and Sell Smart

ForeclosureRadar users:

- Research the full story on a property to minimize risk
- Have the most accurate and timely information in hand at auction
- Analyze foreclosure trends to stay ahead of the competition

## In a Competitive Market

Kurt Byer, owner of Ready Realty LLC, has been in real estate for over 25 years. Most recently a CFO for a development company, as the foreclosure market heated up, he decided to get back into real estate in the Bay area.

However, he knew he needed an edge over the others thinking the same thing and those already in the market. “It’s very, very competitive at the courthouse steps. Many are pros, like us, who know what they are doing. You have to be up to speed on the opening bid, the market, the liens.”

For Byer, rock-solid, current data was the critical piece. “Risk is very important in our business. You can lose a lot of money if you don’t research the property really, really well.”



“ForeclosureRadar is my breakfast every morning. Our business would basically die if we didn’t have ForeclosureRadar”.

Kurt Byer  
Owner, Ready Realty LLC

## You Need a Powerful Tool

Ready Realty turned to ForeclosureRadar to provide that data.

“ForeclosureRadar is top of events in the market – the foreclosures, the auctions. They’re very current. We like that about the company and the application.”

The piece of particular interest to Ready Realty is the foreclosure status. “Their notices of default and trustee sale are updated on the website right after they occur, not two weeks later. That’s huge. You want to be first in line.”

In fact, ForeclosureRadar data is so timely that Byer checks it during lunch between the 10:30 and 1:30 auctions. “Sometimes properties are postponed or cancelled at the last minute. Finding that out before the auction is very helpful.”

Byer also uses ForeclosureRadar to maintain his strategic view of the market. “We use ForeclosureRadar to generate reports on trends in the foreclosure market – the number of properties going back to the bank or being sold, etc. It’s a great help for making decisions.”

## With a Cutting Edge

Ready Realty uses ForeclosureRadar to work smarter and faster. They:

- Search foreclosures by any combination of 60+ criteria to target your market.
- Track notices of default and trustee sale.
- Research liens, estimated value and opening bids to determine profitability.
- Store photos, notes and financial analysis with property details for sharing and for later use in the case of a postponement.
- Stay informed on last-minute changes to the daily auction schedule.

## The Right Tool

Byer is pretty clear about ForeclosureRadar. “ForeclosureRadar is a key tool for anybody who is serious about making money in the real estate foreclosure market. It answers all the important questions. What are the properties going for? What are the estimated values? I would recommend it to anybody in the business.”