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## Realtors and Builders: Why You Need a CMPS!



**40% of all U.S. residential property sales are vacation homes and investment properties – CMPS professionals can help you avoid missing out on serving this need in the marketplace.**

- CMPS members are equipped to help you increase your closing ratios and turn prospects into clients by helping them gain a greater comfort level with buying or building a new home
- CMPS members can help you learn from the auto industry how to incorporate monthly payment discussions and financing incentives into the home selling process
- CMPS members can help you close larger deals and increase your profitability by helping your clients increase their buying power
- CMPS members implement creative systems to guarantee smooth, on-time closings
- CMPS members are trained to help you diversify your business by getting involved in real estate investments both for clients and for your own account
- CMPS members can help you turn dead deals into real estate investment opportunities for your clients and big commissions for you
- CMPS members can help you build a niche with real estate investors by helping them increase their profitability and yield on investments
- CMPS members can help you sell more high-end homes
- CMPS professionals have pledged to follow a Code of Ethics

You and/or your lending partner are probably already an expert in the real estate or home building business, but take this short quiz just to be sure:

- What is the current unemployment rate in your local market and what impact does it have on the so called "Housing Bubble"?
- What are mortgage rates based on? (Answer is not the Fed or the 10 yr Treasury Note)
- Where are mortgage rates headed in the days and months to come and what are the trends and economic reports that will drive them up or down?
- What are the top 3 financing incentives to sell more homes?
- How do you help clients evaluate various real estate settlement options during a divorce?
- How can your clients save money on income, estate and capital gains taxes when buying and selling real estate?

- What are the specific financial strategies for caring for elderly parents / senior citizen mortgage strategies?
- What are the specific financial strategies for clients who are changing jobs or careers?
- How do you help clients determine how they can most effectively finance a vacation home?
- What are the top 5 tax benefits of investing in real estate and the mortgage planning techniques that make these strategies even more profitable for real estate investors?
- Are you or your lending partner aware of the top 3 mortgage planning strategies that work well with 1031 Exchanges?
- How do you help clients calculate, compare and increase their rate of return on real estate investments?
- If you were given the opportunity to consult with or speak in front of financial advisors, do you have the knowledge, skills and presentation tools to impress your audience and turn them into profitable referral partners?
- If you were given the opportunity to consult with or speak in front of high net worth real estate investors, do you have the knowledge, skills and presentation tools to impress your audience and turn them into profitable clients?

For more information on how the Jay Robins Team can be of more value to you and your clients, call us at 561-852-6111 or email Jay directly at [jay@jayrobins.com](mailto:jay@jayrobins.com)

