



MBA's NATIONAL MORTGAGE SERVICING
CONFERENCE & EXPO 2010
FEBRUARY 23-26, 2010, SAN DIEGO

Liquidation

Short Sale and Deed in Lieu of Foreclosure

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Moderator:

Jane Kennedy-Winters

National Sales Executive

ServiceLink, FNF's National Lender Platform

Speakers:

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Acqura Loan Services

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Director or Policy Office of Homeownership Preservation

U.S. Department of Treasury

Brian McLaughlin

Director, Servicing Management

Fannie Mae National Servicing Organization

Stephen Sherman

Vice President

Green River Capital, LLC

1. **Be Proactive**
2. **Educate**
3. **Set expectations**
4. **Develop Campaigns**
5. **Know your value**
6. **Automate**
7. **Be realistic**
8. **Incent where appropriate**
9. **Staff appropriately**
10. **Be prepared for rapid change**
11. **Train and cross train**
12. **Be holistic**
13. **Be creative**
14. **Common sense**