

LPS AUCTION SOLUTIONS

LPS Auction Solutions delivers the most comprehensive service offering available to help servicers efficiently and effectively dispose of their REO properties through results-driven REO property auctions.

With the continued upswing in foreclosure volumes nationwide, servicers are tasked with managing a record number of REO properties. Of course, the goal is to dispose of REO assets as quickly as possible for as much money as possible. In a soft real estate market, achieving this goal is much easier said than done.

In order to minimize REO disposition timelines and reduce costs, servicers must have multifaceted and proactive REO disposition strategies in place. However, to be effective, these strategies must move beyond the one-size-fits-all approach to market presentation by incorporating a broader range of disposition methods. In every real estate market, REO property auctions are a cost-effective, results-driven option.

With more than 30 years of real estate auction expertise, **LPS Auction Solutions** is instrumental to helping servicers efficiently and effectively dispose of their REO properties. LPS Auction Solutions delivers the most comprehensive service offering available in the industry. By partnering with LPS Auction Solutions, servicers can quickly take advantage of best-in-class auction solutions that are professionally managed by LPS Auction Solutions from start to finish.

Maximizing Marketing Efforts

When marketing servicers' REO properties, LPS Auction Solutions takes a comprehensive approach to attract the maximum number of potential homebuyers and investors to each event.

LPS Auction Solutions:

- Creates compelling sales materials
- Runs radio and TV ads
- Publishes print ads
- Sends direct mail and e-mail blasts
- Engages in strategic public relations
- Participates in social media and popular networking sites



Using these various promotional channels, LPS Auction Solutions works to drive traffic to its Web site to familiarize potential buyers and investors with available properties. As another part of its marketing efforts, LPS Auction Solutions also provides educational materials for potential buyers and investors on its Web site and offers informative Webinars on a variety of auction-related topics.

With a clear understanding of individual market conditions, LPS Auction Solutions prides itself on adjusting and adapting its marketing strategies to meet the needs of each specific auction.

Delivering Superior Sales Support

Servicers can count on LPS Auction Solutions to manage every step of the auction sales process. LPS Auction Solutions handles:

- Data collection
- Property due diligence
- Open house showings
- Auction events
- Post-sale escrow management

LPS Auction Solutions also invests in comprehensive broker outreach programs with competitive commission rates that encourage broker participation in the promotion of auction events.





Taking Advantage of Technology

LPS Auction Solutions uses Web-based technologies to facilitate the shortest disposition times possible. Its systems quickly generate individual property Web pages so property details are viewable online by interested parties prior to the auction event. When viewing properties online, a “Buy It Now” option enables potential buyers and investors to initiate a pre-emptive sale over the Internet. A “Bid Now” option also enables simultaneous online dynamic bidding as soon as selected properties are available for sale.

Keeping You Informed

LPS Auction Solutions keeps servicers informed throughout the entire auction process. Servicers have access to a variety of pre- and post-auction reports that include sales metrics, auction day selling data and post-auction escrow information – everything a servicer needs to stay up-to-date on the progress of its auction properties.

Backed by the Best

By selecting LPS Auction Solutions, the ability of servicers to work smarter and reduce costs spans well beyond the auction process because servicers can tap into the depth and breadth of technology and services available from

Lender Processing Services (LPS). Servicers may seamlessly integrate additional industry-leading REO disposition solutions from LPS, including national field services, full-service asset management and title and closing services. Additionally, LPS provides complete default management solutions that help servicers better manage the entire default lifecycle. Those solutions include end-to-end systems for loan servicing, foreclosure and bankruptcy management and REO asset management and disposition. Further, servicers can benefit from LPS real estate technology solutions like its MLS system, which is used by 230 MLS associations nationwide.

The best strategies are based on the best data. LPS is a clear leader in that area, managing one of the industry’s most comprehensive data repositories. Working with LPS, a servicer has access to the right data when it is needed. Quickly access property, valuation and loan performance data to obtain a solid understanding of current market conditions and gain insight into the future direction of the market.

To learn more about what LPS Auction Solutions can do for your organization, call **800.991.1274** or visit **www.lpsauctionsolutions.com**.

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