

# Cap & Gown YEARBOOK 2014

Ad Deadline:  
May 9th

Free Listing  
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May 9th.

## Graduation Time!

The *Jewish News* will honor all Jewish students who are graduating this spring from Michigan high schools in our Cap & Gown Yearbook 2014. The Yearbook will be published in our May 22nd issue.

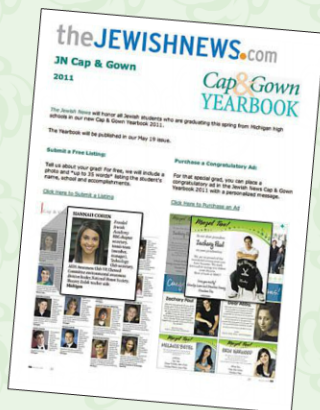
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business & professional



## Going, Going, Gone!

Rod Carey and Ron Jasgur

### A new way to sell houses launches in Metro Detroit.

**Lynne Meredith Golodner**  
Special to the Jewish News

**W**hen a Southfield home went on the market last fall in a highly Jewish neighborhood where many homes were still underwater, the owner was nervous. Could she sell the house for a healthy price and in enough time to buy the house of her dreams? After all, the market was slow and if comparable sales were to be believed, she might have had to bring money to the table.

She listed with Ron Jasgur, who was testing the newest way to sell real estate in Metro Detroit, and the result was jaw-dropping: 10 offers in a 10-day period. The homeowner sold to a cash buyer for \$240,000; \$90,000 over the appraised value.

It's no hoax. Jasgur's new company, SellerNation, uses a proprietary technology platform as one part of a business model designed to drive multiple buyers.

"This new brokerage is a hybrid of the best of real estate auctions and the best practices of real estate brokers — the perfect combination," says CEO Rod Carey.

Jasgur, SellerNation president, says, "Real estate auctions are great because everyone knows what day a property is going to sell. They level the playing field and create a sense of urgency in the marketplace."

Focusing solely on sellers — they don't take buyers as clients — SellerNation is the one of the hottest things to hit the real estate market in a long time. Here's how it works:

SellerNation lists and shows a house for 10 days to two weeks while accepting offers. Bidders can learn what previous bidders have bid. But SellerNation doesn't respond to the offers until the end of the listing period. Then they accept the most desirable bid.

Selling real estate isn't new to Carey and Jasgur. They came together in 2007 from the mortgage finance and real estate industries, respectively, and formed a company, Woodward Asset Capital, initially to buy hundreds of suburban properties, rehab them and sell them at a profit.

They had more success than the banks were having and rather than burn bridges, they decided to shift gears and create technologies to help the banking industry net the same results they did.

Carey and Jasgur developed award-winning, auction-style technologies that are currently used by banks and mortgage lenders to mitigate fraud and manage the sale of distressed assets in all 50 states. Now, they're bringing their proven system to consumers with SellerNation.

The focus and timeline of their sales process provides incredible efficiencies, allowing SellerNation to offer 34-day listing agreements and contribute 5 percent of its top-line revenues to local nonprofit organizations. Carey and Jasgur have vetted and approved a handful of local charities (including Friendship Circle, the Michigan Humane Society, Karmanos and Gleaners), and their sellers select the one to which SellerNation makes a donation.

#### Upcoming SellerNation Coffee Hours

**Tuesday, April 22, 10-11 a.m.**

Panera Bread Novi  
25875 Novi Road (just south of Grand River)

**Thursday, April 24, 10-11 a.m.**

Panera Bread West Bloomfield  
6399 Orchard Lake Road (in the Orchard Mall)

## Senior Living | Independent *and* Assisted Living



What's more, SellerNation doesn't charge sellers a commission. Instead, the company adds a 5 percent buyer premium to an accepted bid. A common element of auctions, it's also becoming a trend among traditional home sales. *The National Association of Realtors 2013 Profile of Home Buyers and Sellers* revealed that 13 percent of homebuyers compensated the Realtors in whole or in part.

"Everything we do is designed to make our listings attractive to multiple buyers because competition is what drives price," Jasgur says. "We're literally built to negotiate with multiple parties to get the best possible deal for the seller. We've seen over and over again that the first offer is rarely the best."

While their focus improves results for the typical seller, SellerNation's market-making sales and quick timelines, coupled with the level of transparency its technology provides, make their service ideal in cases like divorce, estate sales and probate situations where it could be difficult to keep multiple parties from opposing sides on the same page.

To familiarize homeowners with SellerNation's approach, Jasgur and Carey are hosting "coffee hours" at local shops around town to help sellers learn what their home are worth without tidying up for a tour.

"We've already fielded inquiries from real estate brokers in other states who are anxious to be a part of what we're doing," Carey says. "We expect to have additional offices open in other markets as early as next year."

SellerNation is another spoke in the wheel of the parent company, Woodward Asset Capital. WAC's Woodward Technologies division provides cutting-edge systems for banks and mortgage servicers that mitigate risk, prevent fraud and manage the sale of distressed assets. Their award-winning technologies, OfferSubmission.com and VerifiedShortSale.com, have been used to negotiate more than \$22 billion in real estate offers since 2009 from more than 100,000 real estate agents in all 50 states. □

For information, call (248) 354-1400 or visit [www.sellernation.com](http://www.sellernation.com). Lynne Meredith Golodner is owner of Your People LLC, a Southfield public relations firm.



# Experience Life At the Village

## Imagine waking up and having a full day of fun activities waiting for you.

At Independence Village of White Lake, there is seldom a dull moment for our residents. Indulge in everything from our gourmet meals to our exciting social activities or just relax in our comfortable surroundings. We offer the best in class apartments, amenities and services. ***It's your life...so come live it here!***

- Distinctly appointed apartment homes
- Monthly rent includes all utilities (except telephone and cable), gourmet dinners each evening, bi-weekly housekeeping services, transportation, scheduled activities and complimentary laundry facilities
- On-site amenities include Internet center, library, beauty salon, billiards/game room and Chapel
- For those that need it, now or in the future, a full range of health services are available on-site with 24-hour response staff
- Pet Friendly

## Independence Village of White Lake

935 Union Lake Rd., White Lake, MI 48386  
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and Cooley Lake Road

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