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For homes that aren't short sales, language in listing is key

March 19, 2013 | By Paul Owers, Sun Sentinel

If you're trying to sell a home that's not a short [sale](#), be sure to say so in the listing.

The "not a short sale" designation will help a home sell quicker and for more money, according to a study by real estate [professors](#) at Florida International University and the University of Southern Mississippi.

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The study, which analyzed 5,000 [Boca Raton](#) properties from Oct. 1, 2010, through Jan. 31, 2012, concluded that homes advertised as "not short [sales](#)" sold eight weeks faster on average and for 2 percent to 5 percent more than properties that didn't carry the designation.

The study also found that short sales have a lower probability of getting contracts and closing, said Ken H. Johnson, of FIU's Hollo [School](#) of Real Estate. He authored the report with Kimberly R. Goodwin of Southern Mississippi.

"If you're not a short sale, that's a signal to the buyer that you're going to be [easier](#) to deal with," Johnson said.

In a short sale, a homeowner gets the bank's permission to unload the property for less than what's owed on the mortgage. The transactions have become commonplace in the wake of the housing bust.

Real estate agents and lawyers say banks are getting better at approving short sales, but most still tend to drag on for weeks or months. Some buyers become so frustrated that they back out of the deals.

"You're waiting weeks and weeks, and [your money's](#) being tied up," said Samantha DeBianchi, a Fort Lauderdale real estate agent. "A lot of my buyers say, 'If it's a short sale, I don't even want to look at it.'"

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