

SELLER SCRIPT

SELL LIKE THE BUILDERS

“Mr. and Mrs. Seller, one of the biggest challenges buyers are facing today is affordability—specifically their monthly payment due to higher interest rates. This has caused buyer activity to slow significantly, which is why your home may be sitting longer than expected.

Now, here’s where we can take control. Many national builders are offering below-market interest rates to attract buyers—and we can do the same using a program I have exclusive access to, called ‘Sell Like the Builders.’

Here’s how it works: We partner with the Brian Manning Team at CrossCountry Mortgage, and together, we offer a special financing incentive called a 2-1 buy-down. This reduces the buyer’s interest rate by 2% in the first year and 1% in the second year, making their monthly payment much lower. For example, if today’s rate is 6.5%, your buyer would pay only 4.5% the first year and 5.5% the second year. That’s a savings of roughly \$770/month on a \$550,000 loan, as an example—making your home much more attractive than others on the market.”

Here’s the best part. The Brian Manning Team splits the cost of this program with you. It’s a 2% cost total, but your share is only 1%. Think about it, we would accept 99% of our asking price today, wouldn’t we? So we will offer this incentive and we are only obligated to honor the incentive if we receive full asking price. So, if someone offers less, we don’t have to apply the incentive, or we can negotiate around it.”

Think of this not just as a concession—it’s a marketing tool. This program helps us stand out from the competition, drive more showing activity, and ultimately sell your home faster and closer to your target price.”

