

BUYER SCRIPT - APPRAISAL GAP SCRIPT

Use this script when a buyer is concerned about the appraisal coming in below contract price.

Step 1: Acknowledge & Reframe

Agent: I totally understand your concern about the appraisal — it's one of the more confusing parts of a transaction, but the good news is we plan for this upfront. Let me walk you through what it actually means and how we handle it.

Step 2: Explain Clearly — Keep It Simple

Agent: An appraisal gap just means the home appraises for a little less than what you offered. So, if we're in contract at \$1,000,000 and the appraisal comes in at \$950,000, there's a \$50,000 difference. The lender bases the loan on the lower number — the \$950K — which slightly changes your loan-to-value ratio, or LTV.

Agent (optional handoff): This is exactly why I work with the FMZ Team — they're merchants of certainty. They've already underwritten your loan upfront, so we know precisely what your numbers look like before we even get to this point.

Step 3: Why It Matters (Keep It Grounded)

Agent: When your LTV shifts up a bit, the lender views it as a slightly riskier loan.

That can mean:

- A small rate adjustment,
- Mortgage insurance may apply, or
- You might bring in a bit more cash to keep your same loan terms.

If you need more details, my lender can model each option in minutes.

Step 4: How We Handle It — Your Options

Agent: There are a few smart ways we can manage an appraisal gap — and we'll choose whichever fits best for you:

- Bring in additional funds to cover the gap (if it fits your comfort zone),
- Adjust the loan slightly to keep cash flow stable,
- Request a reconsideration if the appraiser missed strong comps,
- Or, in some markets, we can negotiate a seller credit or price adjustment.

Step 5: Reassure & Close With Confidence

Agent: The important thing is — you're not on your own.

I'll stay closely aligned with our lender and the listing side to make sure we're ahead of any surprises.

Our lending team and I specialize in preparing buyers for exactly this type of situation — no panic, just strategy. We'll find the best path that protects your deal and your budget.



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Use this as a guide, not a script to memorize. Adapt it to your voice and your client's personality.

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