

SELL LIKE

THE BUILDERS

SELL LISTINGS FAST

PLAYBOOK



AIKEN ZULAUF
CROSSCOUNTRY MORTGAGE®

NMLS658790 NMLS3029 NMLS2437349

SELL LIKE THE BUILDERS

Sellers can now leverage the same marketing strategy that builders are using to sell homes faster!!



THE PROBLEM

In today's transitional market there are listings with multiple offers but also listings that are sitting longer with little to no activity.

THE SOLUTION

The Aiken Zulauf Team partners with sellers and agents to provide below market interest rates to prospective homebuyers and help listings sell faster. The Aiken Zulauf Team shares the cost of a rate buydown with the seller in order to make it most attractive and cost effective.

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HOW TO GET STARTED

Contact your agent for more details and to confirm your interest. They will enter your listing in the program and determine an attractive financing package for your listing!



Joe Donovan

Loan Officer
NMLS 1450210
M: (678) 848-0008
ccm.com/joe-donovan
joe.donovan@ccm.com

 **AIKEN ZULAUF**
CROSSCOUNTRY MORTGAGE®



Agent Name

Realtor®
Team/Brokerage
Mobile: 111.111.1111
Agent Email
Agent Website

(Agent Logo)



Equal Housing Opportunity. All loans subject to underwriting approval. Certain restrictions apply. Call for details. All borrowers must meet minimum credit score, loan-to-value, debt-to-income, and other requirements to qualify for any mortgage program. CrossCountry Mortgage, LLC NMLS3029 (www.nmlsconsumeraccess.org). Licensed by the Department of Financial Protection and Innovation (DFPI) under the California Residential Mortgage Lending Act.

COST-SHARING BREAKDOWN

1-1 Buydown

Reduces buyer's interest rate by 1% for the first 2 years.

- Example: Today's rate of 6.875%
 - Year One Rate: 5.875%
 - Year Two Rate: 5.875%
 - Years Three+: 6.875%

****Cost: Approximately 1.6% of Sales Price**

****The Aiken Zulauf Team contributes 1% (Cost to seller .6%)**

2-1 Buydown

Reduces buyer's interest rate by 2% year one and 1% year two.

- Example: Today's rate of 6.875%
 - Year One Rate: 4.875%
 - Year Two Rate: 5.875%
 - Years Three+: 6.875%

****Cost: Approximately 2% of Sales Price**

****The Aiken Zulauf Team contributes 1% (Cost to seller 1%)**

3-2-1 Buydown

Reduces buyer's interest rate by 3% year one, 2% year two and 1% year three.

- Example: Today's rate of 6.875%
 - Year One Rate: 3.875%
 - Year Two Rate: 4.875%
 - Year Three Rate: 5.875%
 - Years Four+: 6.875%

****Cost: Approximately 3.5% of Sales Price**

****The Aiken Zulauf Team contributes 1% (Cost to seller 2.5%)**



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HOW TO GET STARTED

STEP 1

Scan the QR Code to **enter your listing** into our **Sell Like the Builders** program.



STEP 2

We will email you the **approved MLS verbiage** to use in your MLS Broker Remarks for the buydown you selected.

2-1 Buydown Example:

- **MLS Broker Remarks:**

“This property comes with a 2-1 rate buydown, reducing the buyer’s interest rate by 2% for the first year of their loan and 1% the second year. Buyer is not obligated to use Joe Donovan of CrossCountry Mortgage to have offer accepted however must use Joe Donovan to receive the buydown. The Aiken Zulauf Team can issue loan approvals in as little as 5 days and close in 10. Restrictions apply. Joe Donovan NMLS1450210.”

STEP 3

You will receive a **Buydown Listing flyer** for the property you submitted to start promoting, and a co-branded **Sell Like the Builders program flyer**.



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