



gaylordhansen
CROSSCOUNTRY MORTGAGE™

SELL LIKE THE BUILDERS

SELL LISTINGS FAST

PLAYBOOK

Bill Gaylord

(702) 757-8131

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billgaylord.com

NMLS680603 NMLS1628467

Company NMLS3029

SELL LIKE

THE BUILDERS

SAMPLE

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

Bill Gaylord and his team partner with sellers and agents to provide below market interest rates to prospective homebuyers and help listings sell faster. The Gaylord-Hansen Team shares the cost of a rate buydown with the seller in order to make it most attractive and cost effective.



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!



Bill Gaylord

Regional VP, Mortgage Expert
NMLS 680603
Gaylord-Hansen Team at CrossCountry Mortgage
(702) 757-8131
bill.gaylord@gaylordhansen.com
billgaylord.com



Agent Name

REALTOR®
Lic.
Company
(###) ###-####
Email
Website



Buyer is not obligated to finance through Bill Gaylord at CrossCountry Mortgage to have offer accepted but must use Bill Gaylord to receive the buydown. Restrictions apply. 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 NMLS1628467 (www.nmlsconsumeraccess.org). 7885 W Sunset Road, Suite 140, Las Vegas, NV 89113. NV Mortgage Company License 3259. Supplemental Mortgage Servicer License No. 4352.

COST-SHARING BREAKDOWN

1-1 Buydown

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

- Example: Today's rate of 6.125%
 - Year One Rate: 5.125%
 - Year Two Rate: 5.125%
 - Years Three+: 6.125%

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

****Gaylord-Hansen 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 6.125%
 - Year One Rate: 4.125%
 - Year Two Rate: 5.125%
 - Years Three+: 6.125%

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

****Gaylord-Hansen 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 6.125%
 - Year One Rate: 3.125%
 - Year Two Rate: 4.125%
 - Year Three Rate: 5.125%
 - Years Four+: 6.125%

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

****Gaylord-Hansen Team contributes 1% (Cost to seller 2.5%)**

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 obtain financing through Bill Gaylord at CrossCountry Mortgage to have offer accepted but must use Bill Gaylord to receive the buydown. The Gaylord-Hansen Team can issue loan approvals in as little as 5 days and close in 10. Restrictions apply. Bill Gaylord NMLS 680603 | NMLS 3029."

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** to share with prospective sellers.

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