



SELL LISTINGS FAST

PLAYBOOK

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> NMLS680603 NMLS1628467 Company NMLS3029

Overview

In today's transitional market, there will be listings that have multiple offers and listings with little to no activity. Listings with minimal activity need a different approach in order to sell.

If a listing is properly priced and not receiving any offers, it's clear that the market is rejecting the price and wanting to pay below appraised value. Why is this?

Because in some cases, listings can appraise for a higher value than a buyer is willing to pay, due to appraisals using historic sales data from 6-12 months ago. In this case, it makes sense to have the listing pre-appraised, understand the value, and discuss with the seller how much they would be willing to sell below appraised value, which creates a seller credit that can be offered to incentivize a buyer.

The vast majority of buyers would rather have a seller credit to offset closing costs, lower their interest rate, or both, instead of a price reduction.

Welcome to the Ultimate Listing Tool which allows agents to order a pre-appraisal at a reduced cost to better understand market value and credits. Contact Bill Gaylord for details!



Step #1

Order Pre-Appraisal

The Ultimate Listing Tool allows agents to order a pre-appraisal at a reduced cost to better understand market value and credits. See instructions on the following page to order pre-appraisal.

Appraisal will be a drive-by appraisal, which has two benefits:

- 1) Reduced appraisal cost
- 2) Agent has complete control regarding when to share with sellers if they so choose

Appraiser will contact the agent for all property details and photos to ensure accuracy of value.

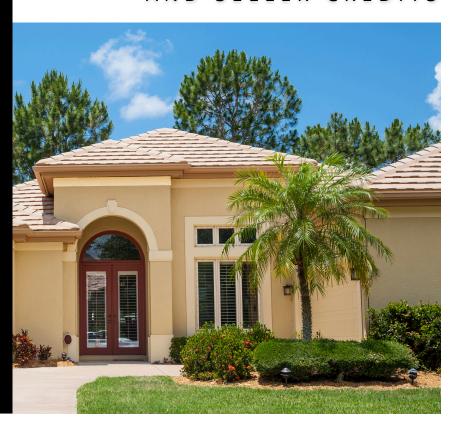


ORDER PRE-APPRAISAL

TO DETERMINE VALUE AND SELLER CREDITS

ULTIMATE LISTING TOOL





Steps to Order Appraisal



- To request your pre-appraisal, please scan the QR code above or email marketing@gaylordhansen.com.

 Reports are expected 4-5 business days after appraiser assignment is accepted.
- Reduced appraisal cost of \$250.00 must be paid prior to completion scheduling.
- Available for Single Family Homes, Townhomes, Condominiums and Villas with a maximum home value of \$1,500,000 (higher values possible on case-by-case basis).

SAMPLE MLS LISTING VERBIAGE

"This property qualifies for a seller credit of \$20,000 towards buyer's closing costs or interest rate buydowns. Buyer is not obligated to use Bill Gaylord of CrossCountry Mortgage to have offer accepted but must use Bill Gaylord to qualify for the credit."



Appraisal Received

Now that you have received the appraisal, it is important to establish how much the seller is willing to accept below appraised value, in order to establish how much of a credit you can advertise to potential homebuyers.

Note: Contact the Gaylord-Hansen Team with the amount of credit your seller has agreed to and learn how to market to homebuyers. 702-757-8131





Step #3

MLS Listing Verbiage

Use MLS approved verbiage for broker remarks. See example below.

"This property qualifies for a seller credit of \$20,000 towards buyer's closing costs or interest rate buydowns.

Buyer is not obligated to use Bill Gaylord of CrossCountry Mortgage to have offer accepted but must use Bill Gaylord to qualify for the credit."





Step #4

Order Your Listing Flyer

Advertise your seller credit to attract more buyers and sell your listings faster. See instructions on the following page to order your Buydown Listing Flyer showing buyers how much they can save on monthly payments when using a seller credit to buy down their interest rate.

Note: The Gaylord-Hansen Team will determine which type of temporary buydown can be used based on the credit amount your seller is willing to give.



Buydown Listing Flyer



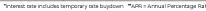
123 Main Street, Las Vegas, NV 89000 2 Bedrooms | 2 Baths | 2,000 Sq. Ft. | \$599,000

About This Property

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Seller is willing to entertain covering the cost of a 2-1 Buydown, reducing the buyer's mortgage payment for the first two years! This is a great opportunity to secure a lower payment—be sure to consider this when making your offer.

F	inancing Opt	ions	
2-1 BUYDOWN	2-1 Buydown Year 1	2-1 Buydown Year 2	2-1 Buydown Year 3+
Sales Price	\$0	\$0	\$0
% Down	0%	0%	0%
Down Payment	\$0	\$0	\$0
Loan Amount	\$0	\$0	\$0
Term	360	360	360
Interest Rate*	0.000%	0.000%	0.000%
APR**			0.000%
Estimated	Monthly Ho	using Expens	B
Principal & Interest	\$0	\$0	\$0
Property Tax	\$0	\$0	\$0
Hazard Insurance	\$0	\$0	\$0
Mortgage Insurance	\$0	\$0	\$0
HOA Dues	\$0	\$0	\$0
MONTHLY PAYMENT	\$0	\$0	\$0
Cost for	2-1 Tempora	ry Buydown	
e-Time Cost for Buydown	\$ 0	\$0	\$o
MONTHLYSAVINGS	\$o	\$o	\$o





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Lower initial mortgage payments funded by an up-front depost paid by the buyer or seller. The sample rates provided are for illustration purposes only and are not intended to provide mortgage or other financial advice specific to the circumstances of any individual and should not be relied upon in that regard. Actual payment obligations may be greater and may vary. Murtgage insurance Permum (MPI) is required for all FIA loans and Private Murtgage housened. (PMI) is required for all conventional loans where the LTU's greater than 80%. Perment information is vaid as of 01/15/2055 and assumes as that lie in postion, 7.0 do soon, and 30 day rate look. All learns are subject to underwriting guidelines and applicant's credit profile. Not all applicants will be approved. Ordract CrossCourtry Mortgage, LLC for more information.

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Click here to request



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