



**AMG TEAM**  
CROSSCOUNTRY MORTGAGE™

# SELL LIKE THE BUILDERS

SELL LISTINGS FAST

## PLAYBOOK

**AMGTeamMarketing@ccm.com**

NMLS2013300

# 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 AMG Team partners with sellers and agents to provide below market interest rates to prospective homebuyers and help listings sell faster. The AMG 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 Rookstool

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**AMG TEAM**  
CROSSCOUNTRY MORTGAGE™



### Agent Name

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

(Agent Logo)



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# 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**

**\*\*AMG 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**

**\*\*AMG 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**

**\*\*AMG 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 use AMG of CrossCountry Mortgage to have offer accepted however must use AMG to receive the buydown. The AMG Team can issue loan approvals in as little as 5 days and close in 10. Restrictions apply. AMG Team NMLS137765 NMLS2013300 NMLS3029."

## STEP 3

You will receive a **Buydown Listing flyer** for the property you submitted to start promoting. [Click here](#) to request a co-branded **Sell Like the Builders program flyer** to share with prospective Sellers. (sample on next page)



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# SELL LIKE

**SAMPLE**

# THE BUILDERS

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