

SELLER SCRIPT – LOCKED INTO CURRENT RATE

HOMEOWNER: I would love to buy today but I hear that interest rates are extremely high. I have a 4% rate on my current mortgage and don't think buying makes any sense for me right now because of how high the new rate and payment would be.

AGENT: Yes, interest rates are higher, however what most don't know is that you don't have to pay current market interest rates. We're able to get around rising rates by receiving seller credits at closing. Allow me to explain.

I negotiate with sellers to get my clients a credit at closing, which then allows your lender to buy down your interest rate into the 4's or 5's, making your payments much more affordable.

HOMEOWNER: Wow, but why would a seller do that?

AGENT: Because in today's environment sellers are more motivated and willing to negotiate with a buyer, making today's market a better time to buy. Remember, a seller didn't need to negotiate a year or 2 ago when 25 others were trying to buy the same home. Today's buyer has a lot more opportunity.

HOMEOWNER: I guess you're right, I never thought it about it that way. But do sellers really give these credits?

AGENT: Please keep in mind that seller credits have been a valuable tool in real estate transactions for decades. It helps the seller sell faster and helps motivate the buyer to purchase.

AGENT: As an example, we would use a similar strategy when selling your home. We would use a credit to incentivize a buyer to purchase your home versus others in the neighborhood.

Allow me to give you an example. Let's assume you and your wife found the perfect house for \$800,000. We would negotiate with the seller to get a 2% credit at closing, \$16,000, and we would work with your lender to use that credit and reduce your interest rate and monthly payments, saving you hundreds of dollars per month.

This is an effective way to buy and sell a home in today's market.

HOMEOWNER: This sounds really great, what's the first step?

AGENT: First we'll want to get you preapproved so we can understand your monthly budget and purchase price and know where to begin. I'll arrange a group text with my lender John Kersey. He operates 7 days a week and we can get started immediately.