



# ULTIMATE LISTING TOOL

**SELL LISTINGS FAST**

## PLAYBOOK

# 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 **Don Stolan for details!**  
**561-864-2458**



# 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.

**MattWeaverMarketing.com**  
**NMLS175651**



# Order Pre-appraisal

**TO DETERMINE VALUE AND SELLER CREDITS**

## **STEPS TO ORDER APPRAISAL**

1. To request your pre-appraisal, please visit **MattWeaverMarketing.com** and click "Ultimate Listing Tool" at the top menu, or simply scan the QR code above. Reports are expected 4-5 business days after appraiser assignment is accepted.
2. Reduced appraisal cost of \$250.00 must be paid prior to completion scheduling.
3. 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 Matt Weaver of CrossCountry Mortgage to have offer accepted however must use Matt Weaver to qualify for the credit."



# Step #2

## 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 Matt Weaver Team with the amount of credit your seller has agreed to and learn how to market to homebuyers.

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# 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 **Matt Weaver of CrossCountry Mortgage** to have offer accepted however must use Matt Weaver to qualify for the credit."

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# 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 Matt Weaver Team will determine which type of temporary buydown can be used based on the credit amount your seller is willing to give.

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