



Sell Like The Builders Playbook



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Sell Like **The Builders Playbook**

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 Stolan Team partners with sellers and agents to provide below market interest rates to prospective homebuyers and help listings sell faster. The Stolan Team shares the cost of a rate buy down with the seller in order to make it most attractive and cost effective.

How to Get Started

Scan QR to enter your listing in the program. We will email you the approved MLS verbiage to use in your MLS Broker Remarks, followed by a co-branded Buydown Listing flyer for the property you submitted to start promoting.



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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**

****Matt Weaver 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**

****Matt Weaver 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**

****Matt Weaver 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 Matt Weaver of CrossCountry Mortgage to have offer accepted however must use Matt Weaver to receive the buydown. The Matt Weaver Team can issue loan approvals in as little as 5 days and close in 10. Restrictions apply. Matt Weaver NMLS175651."

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)



SAMPLE

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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!



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(Agent Logo)

Agent Name

Realtor



Number



Email



Address