SELLER - INTEREST RATES

Seller:
“How can you help sell my home faster?”

Listing Agent:
“In today’s market, we must create an incentive for homebuyers. We must participate with lowering the interest rate and their monthly payment because homebuyers buy off of monthly payment.

You see, homebuyers find more value with a credit at closing versus a price reduction. This will help us maximize your sales price, while marketing a lower interest rate to generate more offers.

My lending partner, Skyline Mortgage, will participate in a lower interest rate offering, and they help financially with that cost. I’d love to go over this program with you.”