AGENT PLAYBOOK · PART 1: BUYERS

How to show your buyer the plan

Use with the "Your Home Buying Plan" handout. Takes about 10 minutes. Say it your own way.

1 Start with the payment

> “Before we look at homes, let's talk about your monthly payment. That's what you'll live with. My job is to get you a payment you're comfortable with once we find your ideal home.”

2 Flip the worry about rates

IF THEY SAY: *“Rates are too high right now.”*

> “I get it. But higher rates are actually the seller's problem. Fewer people can afford to buy, so sellers need buyers like you. My negotiating is the greatest value I can provide you, and what I've had a lot of success with in this market is getting the seller to pay to lower your interest rate. Let me show you an example of what I mean.”

3 Show the example Turn the handout over

> “On a $400,000 home, if the seller drops the price $10,000, you save about $64 a month. If the seller puts that $10,000 toward your interest rate, you save about $189 a month. Same money, way more savings.”

4 Find their number

> “What monthly payment would feel good to you? Let's call my lender. They'll tell us how much help to ask the seller for to get you there.”

5 Explain the offer

> “When we find the home, I'll write a strong offer and ask the seller to help lower your rate. The lender and I will work hand in hand to structure the most competitive offer. Sellers are expecting this right now.”

For real estate agents. Example numbers: $400,000 home, 10% down, 30-year fixed loan, $10,000 from the seller as a price cut or toward the rate. Principal and interest only. Actual rate reduction varies by loan program and pricing. Check real numbers with your lender.

“Shouldn't we wait for rates to drop?”
“When rates are higher, that's more of a seller's problem than a buyer's problem. As part of your offer, we can negotiate to have the seller pay to lower your interest rate to the payment you need.”

“Why not just ask for a lower price?”
“We can, but a lower price barely changes your payment. Help with your rate saves you a lot more each month.”

“Will the seller say yes?”
“A lot of sellers are saying yes. Fewer people can buy right now, and a strong offer makes it easy for them.”

“Does this cost me more?”
“No. It's part of the deal, just like asking for a lower price.”

“How much should we ask for?”
“My lender will tell us the right amount to get you to your payment.”

EASY LINES TO REMEMBER

- “Higher rates are the seller's problem, not yours.”
- “We're shopping for a payment, not a price.”
- “Same money from the seller, more than double the savings.”

AFTER THE MEETING

- [ ] Give them the handout to keep.
- [ ] Set up a call with your lender to find their payment.
- [ ] Ask for help with the rate in every offer.

AGENT PLAYBOOK · PART 2: SELLERS

How to show your seller the plan

Use with the "Your Home Selling Plan" handout at your listing appointment. Say it your own way.

1 Talk about the buyer

> “Let's talk about who will buy your home. 78% of buyers use a loan. They don't shop by price. They shop by monthly payment.”

2 Name the problem

IF THEY SAY: *“How can you help sell my home faster?”*

> “Higher rates mean fewer people can afford to buy. That's a seller's problem. The sellers who help buyers with their payment are the ones who sell the fastest. It's exactly what builders do to move their inventory faster.”

3 Show the example

Turn the handout over

> “If you cut your price $10,000, the buyer saves about $64 a month. They'll barely notice. If you put that $10,000 toward their rate, they save about $189 a month. It costs you the same, and your home still sells for $400,000.”

4 Set expectations

> “In this market, plan to help with the buyer's rate. A price cut mostly helps cash buyers, and that's only about 1 in 5. Helping with the rate reaches everyone else.”

5 Bring in the lender

> “My lender will run the numbers so we can show a lower monthly payment in the listing. That brings in more buyers and more offers.”

For real estate agents. Example numbers: $400,000 home, 10% down, 30-year fixed loan, $10,000 from the seller as a price cut or toward the rate. Principal and interest only. Actual rate reduction varies by loan program and pricing. Check real numbers with your lender.

“Why should I pay toward the buyer's rate?”
“Most sellers end up giving something, either a price cut or help at closing. This gets you the most for the same money and, above all, helps you stand out in a market where you have far more competition as a seller.”

“Can't we just lower the price later?”
“We can, but every week on the market costs you, and a price cut barely changes the buyer's payment. Offering rate help up front gets more attention now.”

“Will I walk away with less?”
“It's the same $10,000 either way. Helping with the rate sells faster and keeps your sale price higher.”

“What if the buyer pays cash?”
“Then we talk price with them. But that's only about 1 in 5 buyers. Rate help is how we reach the other 4.”

“How much should I plan to offer?”
“My lender will help us figure out the right amount. Often it's a few percent of the price.”

EASY LINES TO REMEMBER

- “Higher rates are a seller's problem. Let's solve it for the buyer.”
- “A $10,000 price cut doesn't move a buyer with a loan. A $10,000 credit does.”
- “Buyers shop the payment, so we show the payment.”

AFTER THE MEETING

- [ ] Leave the handout with your seller.
- [ ] Agree on how much they'll offer toward the rate.
- [ ] Ask your lender for payment numbers to use in the listing.