

REAL ESTATE MEGA MOMS BALANCING MARKET

Buyer Scripts Part 1

Objection: I am not approved for as much as I was 6 months ago.

Response: let's talk to my lender about some creative financing that they are offering (ARM's, 2/1) so we can get that payment down and when rates readjust you can get locked in at the lower rate.

OR

The good news is, with the balancing market many sellers are willing to offer more concessions to make the deal work. So instead of having to come in over asking price and waiving appraisals we are able to come in with a more aggressive offer and either get the price down or negotiate closing costs, buy downs and other incentives. All of which should help reduce your monthly payment. Let me talk with your lender to see what we can brainstorm to position you the best way possible.

Objection: Interest rates have increased

Response: Yes they are up from where they were last year, but still low compared to where they have trended historically. Many experts are saying interest rates could go back down next year. I can tell you don't know what will happen, but what I do know is that you have more leverage now to purchase than last year and if we can find you the right home I would advice to go for it. You can always refinance if rates go down. Date the rate Marry the house. (Not to mention the equity you are gaining and the fact that renting is 100% interest since you have no asset ownership.)

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Buyer Scripts Part 2

Objection: I'm worried the market will continue to go down and I will overpay.

Response: The truth is there is still a shortage of inventory in the market. During the last boom we saw record number of investors purchase homes, which meant there are fewer single family households who actually own the home. An investor will likely buy, hold and get the residual income from the properties they acquired. This will cause a continual inventory shortage for the foreseeable future. That means prices shouldn't crash like they did over a decade ago.

Let's say worst case scenario we did see a short term price decrease. You plan on staying in your home at least 5 years. If you look back at property values in 5 year periods almost every time the property value increased over that time frame. So it's very unlikely you would lost anything if you keep this home for at least 5 years.

Objection: I have to sell my home first and I'm worried I won't get enough.

Response: I know you reached out because you would like to buy (go over their motivation). We have great news! There is still a shortage of inventory for homes like yours and I know I can get you top dollar for your home using my strategies. But where the best news comes in is that buyers are seeing a little more relief when it comes to purchasing. There are less bidding wars and less crazy terms. This means you have more leverage than you did 6 months ago and that a seller will be more likely to entertain an offer with a contingency like selling your home. We have more options for you now and less risk!