

BUY BEFORE YOU SELL SCRIPT

Do any of these situations sound familiar to you?

- A couple walks through your open house, and tells you that they would love to buy your listing, but they haven't sold or even listed their current home.
- You are working on delivering a stellar listing presentation when the seller expresses their concerns about having to move twice. They are also stressed by the thought of selling their home while still living in it.

Situation 1 and 2 can both be solved with a transitional bridge loan. The couple entering your open house can make a cash-like offer on your listing, and your seller can move into their next home without rushing to sell. That means you could have closed 3 transactions! Let's get you closing more transactions with a buy before you sell program that you can start offering to your clients today.

Script For Open House Guests

Them: I would love to buy this home, but I still need to sell mine.

You: I understand. It's a big step to put your home up for sale without knowing where you'll go once it sells, but you always have the option to buy before you sell with a transitional bridge loan.

Them: What's that?

You: A transitional bridge loan is a short term loan that allows you to buy your next home before selling your current home.

Them: How does that work? The bank told us that we can't have two mortgages at once.

You: When you are approved for a transitional bridge loan, they will lend you up to 100% of the purchase price for your next home, utilizing the equity in your current home. This eliminates the rush to sell your current home to create your down payment.

Them: That means we can move straight into our next home!

You: Yes, and you won't have to move twice. You'll also have time to clean, fix-up, and stage your current home to possibly sell for a higher purchase price.



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Script For Open House Guests Continued

Them: So what's the cost of this loan?

You: The terms are based on your particular situation, but this is a short term-loan that you go into with an exit plan. Most clients sell their home, and refinance out into a conventional loan in 5 to 6 months. There is no prepayment penalty or minimum interest that you need to worry about either.

Them: Wow, that sounds great. Do you have any info I can go home with on this?

You: Yes, actually. The transitional bridge loan I offer to my clients is through Pacific Private Money. Here, take this one-pager that goes into more detail about the program, and includes a link to their website where you can apply today. There are also case studies from other customers on the back that you might find helpful as well.

Them: Thank you! Who knew I could actually buy a home now. That's so exciting.

You: Right? Well, please take my card, and I'd be happy to present your cash-like offer from Pacific Private Money to my seller.

Script For Your Listing Presentation

You: Hello _____. It's so nice to see you; we had an appointment at 4 pm today. Thank you for the opportunity to present my proposal to list your home with me.

Them: We're excited to get the most out of our investment. Come on in!

You: Of course! When we initially spoke, you shared your desire to move right away, and we discussed the challenges of timing a move with a sale. One of the solutions I want to present to you today would grant you the time you need to move out.

Them: Oh perfect! Moving is stressful, and I am just afraid that I won't have time to get out in time for a buyer to move in.

You: Definitely, we want to make this whole process as stress free as possible for you. When you are approved for a transitional bridge loan, they may be able to lend you more than 100% of the purchase price for your next home, utilizing the equity in your current home. This eliminates the rush to sell your current home to create your down payment, and provides you with funds to renovate or stage it as well.



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Script For Your Listing Presentation Continued

Them: Oh wow! So we can start looking for a home to buy?

You: Yes! Exciting right? You also won't have to move twice. We'll have time to clean, fix-up, and stage your beautiful home to possibly sell for a higher purchase price. That's the goal.

Them: That's very exciting, but what's the catch? How much does this loan cost?

You: The terms are based on your particular situation, but this is a short term-loan that you go into with an exit plan. Most clients sell their home, and refinance out into a conventional loan in 5 to 6 months. There is no prepayment penalty or minimum interest that you need to worry about either.

Them: Who offers this type of loan? My bank told me that I don't qualify for 2 mortgages, and they didn't present this option to me.

You: The transitional bridge loan I offer to my clients is through Pacific Private Money. Here, take this one-pager that goes into more detail about the program, and includes a link to their website where you can apply today. There are also case studies from other customers on the back that you might find helpful as well. I'd be happy to fill out their quick apply form with you tonight.

Them: Thank you. We'll want to talk it over, but this option sounds great.

You: Of course. I believe in this strategy for my clients. Let's go ahead and get started on the listing presentation, so you can see why so many homeowners choose to list their home with me.

Questions?

If you have any questions regarding the transitional bridge loan, please do not hesitate to reach out. We would be happy to coach you through any objections that you are facing. Thank you in advance for choosing to offer our transitional bridge loan as your buy before sell program of choice.

thank you!



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