

SAC—SELLER ADVANTAGE CAMPAIGN

As your joint venture partner, Metrocities Mortgage builds business by going beyond the traditional expectations for a lender. One way is providing services to sellers with SAC, Seller Advantage Campaign:

- SAC is a powerful package of four components that the real estate agent provides to the seller during the listing presentation.
- SAC provides a reason for the Loan Officer to engage with the real estate agent by offering something that will make the agent shine during the listing presentation. SAC provides every advantage to the Seller for a successful home sale, courtesy of the in-house lender.
- SAC includes:
 - "CAP" (Closing Assistance Program). Featured in an article in *RISMedia's Real Estate*, this program puts your in-house lender to work for your sellers as he/she protects the transaction by requiring that all buyer offers are countered with the verbiage: *"The Seller requires that the Buyer be pre-approved through our in-house mortgage company."*
 - Lock & ListSM: Sellers can attract more buyers with a locked-in interest rate, available through your in-house lender.
 - Interest Rate Buydown: The seller prepays interest on a loan to obtain a lower interest rate for the purchaser. Close more deals without more costly price reductions.

With "SAC" you can ...

- Increase CAPTURE RATE by providing a TOTAL PACKAGE, including CAP
- Help to protect the transaction from falling through due to buyer financing issues (e.g. mutual fiduciary responsibility to the Seller)
- Provide a basis for LO's to engage with real estate agents and increase opportunity to get more business
- Position the LO as a "trusted advisor" by providing valuable information that will make the real estate agent shine on a listing presentation
- Provide a differentiator not being promoted by other lenders
- Once you've presented "CAP," use SAC to give the program "legs" by providing this total package

To learn more about SAC and its individual programs, call 800-215-7138.

Metrocities Mortgage Joint Venture Program. Providing more value to your buyers AND sellers.