



NEW CONSTRUCTION ADVANTAGE SYSTEM



**We Can't
Afford A New
Construction
Home**

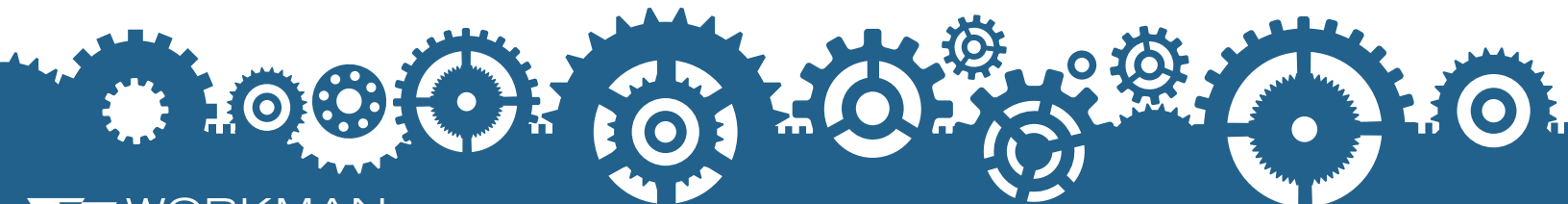


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Agent Christopher's buyer clients, Xavier and his wife Jessica, looked at existing homes for months earlier in the year and couldn't get an offer accepted. Regardless of what they tried, they kept losing out to other buyers. They wanted a brand new home for their family of four, but they believed new construction homes were out of reach due to high prices.

Christopher decided to open a marketing email from a local builder for the first time since the start of the pandemic, because it seemed that builders had lost interest in working with real estate agents. After nothing but bad luck for a couple years while trying to sell new homes, he no longer looked at new construction as a viable option for his clients. Despite this, the creative title of the email piqued his interest.





The email outlined the builder's incentives:

- Homes are available with move-in dates of 60 days
- A \$10,000 incentive for buyer upgrades or closing costs
- A 3.99% interest rate for those using the preferred lender

Christopher decided to drop by the subdivision to look at the models and learn more about the current homes for sale for his clients. After his visit, for the first time in months, he had renewed enthusiasm.



Christopher hadn't realized that new homes had become more affordable, compared to the prices of existing homes. Many national builders need to move product regardless of market conditions, in order to keep revenue flowing and stock values up.

He called Xavier and Jessica to let them know what he had learned, and asked them when they would be available to meet him at the model homes. They were surprised by the request, but were willing to take a look. Christopher explained that as interest rates rose, many buyers who were waiting for their new home to be completed could no longer afford the payment. Builders were then stuck with almost completed homes — and no buyers.

Christopher explained how he could help them navigate a new construction purchase and they agreed to meet later that day. By the end of that week, Xavier and Jessica were under contract on their dream home with a payment that fit their budget. They couldn't wait to start their new life in their brand new home.

For access to our FREE Resources, visit: www.WorkmanSuccess.com/THESHIFT

NEW CONSTRUCTION ADVANTAGE SYSTEM RESOURCES:

- Story
- Eight Tips for Negotiating with Builders
- New Construction Comparison Graph (*private clients only*)
- Eighteen Reasons You Shouldn't Buy a New Construction Home Without Representation (*private clients only*)
- Script (*private clients only*)
- Assignments (*private coaching clients only*)

