



**Having Trouble Selling Your Listing?
Thinking of Lowering the price (again)?**

STOP!

RateReserve: Is a SOLOUTION!

RateReserve™ is a high-impact strategy that empowers Builders, Sellers, and Listing Agents to attract rate-sensitive buyers by showcasing below-market interest rates **PERMANENTLY!**



Please click on the Video to see how the program works: [RateReserve Video](#)

Rate Reductions Often Have a Greater Impact on Buyer Budget and Cost Less than Price Cuts

Example Assumes Original List Price of \$550,000, Conventional 30-Year Fixed, 10% Down, V.I.P. Market Rates 8/18/2025.

Borrower Interest Rate	Borrower Monthly P&I Payment	Borrower Monthly Savings vs. 7.0% Rate	Estimated Concession Cost to Achieve Rate Buy-Down	Price Cut Needed to Achieve Similar Buyer Payment Impact
7.00%	\$3,293	-	-	-
6.50%	\$3,129	\$164	\$11,000	\$27,475
6.00%	\$2,968	\$325	\$19,250	\$54,357
5.50%	\$2,811	\$482	\$33,000	\$80,614

RATERESERVE™

*****The above chart illustrates that a seller will SAVE tens of thousands of dollars lowering a buyers interest rate instead of lower the price of the home*****

By improving affordability without reducing the list price, RateReserve™ helps move homes faster making it an excellent alternative to price cuts or a standout incentive in competitive markets.

Flipbook: [RateReserve - Flipbook](#)

Let me know if you have any questions.

Please feel free to share this email with any of your colleagues!

**Thank you,
Alan**



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for financing



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