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## Buyer Talk Track: "Is Now a Good Time to Buy?"

### 1. Acknowledge the Question

"That's a great question and honestly, every buyer is asking the same thing right now."

### 2. Give Local Market Context

"Here's the reality in Houston today: inventory is up more than 30% year over year, and homes are sitting longer. That means you have more choices, less competition, and more negotiating power than buyers had even a year ago."

### 3. Reframe Fear Into Opportunity

"Instead of asking 'is it the right time to buy?,' the better question is: 'is it the right time for me to buy the right home?' Right now, you can find the right home at the right price and negotiate terms sellers weren't offering before."

### 4. Address the Rate Objection Head-On

"Rates aren't permanent, the home you buy is. You marry the house, you date the rate. And when rates drop, you'll be able to refinance and lock in savings while still owning the home you want today."

### 5. Make It About Control

"The truth is, buyers have leverage today. Sellers are giving concessions, paying closing costs, even buying down rates. You're in the driver's seat and that doesn't happen often in Houston."

### 6. Close With Confidence

"So, the answer is yes if you find the right home, you have more control and more leverage to buy it today than you've had in years. And when the market shifts again, you'll already be in the home you wanted."

### Optional Add-On (if buyer needs reassurance)

"To give you an idea, I can run numbers on what your payment would look like today versus if rates drop 1% in the next year or two. That way you can see both sides and make a confident decision."

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