

# SELLER BUYDOWN TALKING POINTS

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## WHY THIS MATTERS

Right now, the best deals aren't always price cuts—they're smart financing strategies. A seller-paid buydown can save buyers hundreds more per month compared to a simple price reduction. If your buyers want affordability, this script helps explain how we get it done.

## SCRIPT 1: INTRODUCING THE BUYDOWN OPTION

"Let me show you something most buyers don't realize: A \$10,000 price drop saves about \$60/month. But negotiating a seller-paid buydown could save you \$250–\$300/month for the first two years. That's the smarter play in this market."

## SCRIPT 2: EXPLAINING THE 2-1 BUYDOWN

"With a 2-1 buydown, your interest rate is reduced for the first two years of the loan. For example, if the standard rate is 7%, you'd pay 5% in Year 1, 6% in Year 2, and then it returns to the normal fixed rate. The seller covers the cost up front."

## SCRIPT 3: POSITIONING THIS TO SELLERS

"Instead of a price cut, we structure your offer to include a buydown. That way, the seller still nets close to their list price, and you walk away with real monthly savings. Everybody wins."

## SCRIPT 4: USE IN A TEXT MESSAGE

"Just saw a listing with a seller-paid buydown that could lower your payment by \$275/month. Want me to send you the details?"

## BONUS TIP

Use this language in your buyer consults, showing feedback, or text follow-ups. Most buyers haven't heard this—and when you bring it up, you immediately stand out as the expert guiding them through the noise.

## NEED HELP PRESENTING THIS?

Text "BUYDOWN" to 832-449-2915 and I'll personally send you a custom walk-through or hop on a call to help you present the strategy with confidence.