

**\$300
or less**

**If you use
downpayment assistance,
you'll benefit from our
\$300 or less fee.**

Why the PreferredProgram is So Effective

"I've gotten more deals this year than I would have without the PreferredProgram."

*- Todd Walker
ReMax*

"Now I have more closings and your program has increased my bottom line. Thanks."

*- John Ramsperger
Sanford Real Estate*



**Realtors Sell More Using
NO
Downpayment!**

**\$300
or less**

SELL MORE.

SELL FASTER.

MAKE MORE MONEY.



SELL



PREFERRED

PreferredProgramSM
Downpayment Assistance from The Genesis Foundation

NO DOWNPAYMENT

How the Realtor Benefits

A quicker sale for a higher price is a win-win situation.



◆ Sell More Homes

Low seller fees will help you list more homes. A larger pool of qualified buyers will help you sell more homes.

◆ Sell Homes Faster

Qualified buyers competing for the same homes will speed up the sales process, subsequently saving you valuable advertising dollars.

◆ Make More Money

Selling homes at appraised/listed price means more commission dollars in your pocket.

◆ Guaranteed Ontime Funding

We will gift the buyer the downpayment by wiring the funds into closing office within 24 hours before closing – *Guaranteed!*

The PreferredProgram requires no repayment of the “Gift” by the buyer and has no income limits!

3 Easy Steps

Step 1

Explain to the Seller How They Benefit

EXAMPLE REAL ESTATE TRANSACTION (WHEN HOMEBUYER HAS DOWNPAYMENT)

List Price \$100,000
Sale Price (with 5% APOR) \$95,000
Less Commission \$6,650

Subtotal \$88,350
Less Closing (approx. 1.5%) \$1,425
NET \$86,925

PREFERREDPROGRAM TRANSACTION

List Price \$100,000
Sale Price \$100,000
Less Commission \$7,000
Less Genesis Fee \$3,300*

Subtotal \$89,700
Less Closing (approx. 1.5%) \$1,500
NET \$88,200

Realtor Earns \$350 more
Seller Nets \$1,275 more

**Seller should contact tax advisor for tax deductibility of contribution to The Genesis Foundation.*

Contact your local mortgage professional, or call us so we can provide the name and number of someone you can work with.

www.preferredprogram.org

Toll Free 866.570.0830

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Step 2

Fill out the Purchase Agreement

- ◆ Add “The Seller agrees to the terms of the Participating Home Agreement (Form 3).”
- ◆ Fill out the simple Participating Home Agreement with the seller agreeing to contribute the gift amount plus the low \$300 processing fee. (Ask your lender for the form or go to www.preferredprogram.org and download the form or call us direct.)



Step 3

Lender Requests Gift

The funds will be wired within 24 hours of the closing. *Guaranteed!*

It's So Easy.
It's That Simple.

