



MARKETPLACE
HOMES

A large, two-story house with dark blue horizontal siding and white trim. The house features a prominent gable roof with decorative brackets under the eaves. There are several multi-paned windows with white frames. The foundation is made of grey stone. The house is surrounded by green trees and a clear blue sky.

GUARANTEED TO MOVE

Selling Guide for Builder Partners



THE MARKETPLACE HOMES DIFFERENCE

Marketplace Homes has partnered with your company, giving you a great opportunity to sell

WHO WE ARE

Marketplace Homes is a national real estate solutions brokerage that has helped thousands of clients find their perfect home since 2002. Based out of Detroit's historic Charles Trowbridge House, the oldest documented building in the city, we help home builders sell more homes and home buyers purchase the home of their dreams.

WHAT WE DO

Our team of experts work with your clients to design a custom plan that takes care of their current home, while allowing them to purchase their new home with you.

- NO CONTINGENCIES
- MORE CLOSINGS
- EVERYONE WINS!

GUARANTEED SOLUTIONS

■ 1% Listing Program

When your client purchases a new home with you, we will list their old home at an agreed-upon price for only 1% listing commission! If they don't sell

by the time the new home is ready, the client can choose between our Guaranteed Sale and Guaranteed Lease programs to ensure they close

■ Guaranteed Sale

When your client purchases a new home with you, we guarantee the sale of their old home, or we'll buy it. Either way, your client closes on the new home with you!

■ Guaranteed Lease

When your client purchases a new home with you, we will lease their current home, guaranteed. We will include tenant damage protection and eviction protection, as well as electronic payments.

■ Sell & Stay

Allow your client to close on the new home now and stay in their current house until the new home is ready.

THE PITCH

We've created a script to help you sell our programs with confidence. Feel free to use this and adjust it to your level of comfort.

Hi (Mr. / Mrs. / Ms.) _____!

This is [Your Name] from [Builder Name] over at [Community Name]. Do you have a moment? When we last spoke, you mentioned that you loved the new homes here, but you were concerned about what would happen with your old home. Is that still the case? GREAT!

We just learned about an awesome program, and I immediately thought of you! If we had a solution for your current home, would you be interested in hearing about it? Great!

We recently partnered with a national real estate company called Marketplace Homes. If you build a new home with us, they can take care of your home, either by purchasing it from you or leasing it. Either way, you're guaranteed to move!

Can I have them call you with the details? (No more talking)



WHAT'S NEXT?

Answer your client's questions and defer to Marketplace Homes as much as possible. We're here to serve as your backup whenever necessary.

Is your client interested in moving forward? Great! Give us a call at **800-331-0646** to submit your client's information, or click the Builder Rep tab on marketplacehomes.com and fill out the required fields. Our team will follow up with your client and keep you informed throughout the entire process.

ELIMINATING OBJECTIONS

I don't want to be a landlord.

Excellent news: You don't have to be a landlord! Marketplace Homes will take care of everything for you.

How much does it cost?

1% to list, but only if Marketplace Homes sells your home. We (the builder) will cover all other costs.

Can I use these programs if I don't build new?

Unfortunately, no-- which is a great reason to build with us!

How much is my home worth?

Let's find out! I just need your name and phone number.

MARKETPLACE HOMES AT A GLANCE

Founded in **2002**

More than **14,000** Transactions

More than **1,000** Transactions in **2021**

More than **4,000** Properties Currently Under Management



800-331-0646

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