

# PRISM

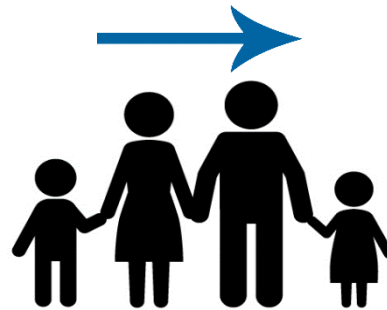
PRODUCING INVENTORY IN A STALLED MARKET

## Potential Seller

Has a desire to move to their next home

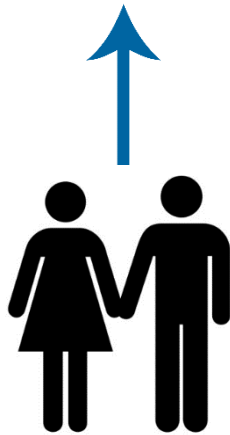


Buyer's Ideal Home



Potential Seller is fearful they won't find their Goal Home

Seller's Goal Home (GH) \$400K+



## Buyer

Eager yet frustrated by competition with everyone seeking homes under \$400K

### PRISM Step by Step for Buyers and Sellers:

- 1) Buyer/Seller contacts an agent to inquire about PRISM model.
- 2) Agent connects a Potential Seller with a Buyer who wants the Seller's home.
- 3) Seller specifies purchase price and a 45-60 day grace period to secure their next home. Seller is not required to close on their current home if they do not secure a replacement.
- 4) Buyer submits offer at fair value along with a 45-60 day grace period for Seller to identify a replacement home.
- 5) Buyer agrees to wait 45-60 days for Seller to contract on their replacement home, with a contractual guarantee that the Seller will reimburse Buyer for all costs incurred (i.e. inspections and appraisal) if Seller terminates the contract for any reason.
- 6) Seller identifies replacement home, proceeds with contract, passes inspection, and passes appraisal.
- 7) Buyer gets fully approved to close, dependent solely upon firm closing date with Seller's replacement home.
- 8) Once the Seller has a firm closing date by passing inspection, appraisal, and mortgage approval, they are ready to close with their Buyer.

**PRISM depends on defining "Inventory" to include homes that *could* be listed.**