



Unlocking **Homeownership** in a High-Denial Market



**Get More Buyers to Qualify, Transact Smoothly, and Move Confidently.
Solutions to Challenging Scenarios by Calque.**

Mortgage professionals are facing an increasingly complex landscape: elevated interest rates, stricter debt-to-income (DTI) thresholds, and a growing number of buyers who must sell their current home before purchasing the next.

Add in fragile contingent offers and a growing skepticism toward complex or costly lending programs, and it's clear that conventional approaches aren't always enough.

This white paper examines the most pressing challenges in today's market and presents lender-tested strategies and real-world case studies demonstrating how innovative approaches can preserve affordability, reduce fallout risk, and win the trust of both agents and borrowers.

The Market Landscape

A Strained Path to Homeownership

The U.S. housing market in mid-2025 is defined by rising home values and growing friction in the transaction process. Loan officers and mortgage executives face mounting challenges — today's housing market is as complex as it is competitive:



The average 30-year fixed rate is nearing **7%**, pushing monthly payments to unaffordable levels for many buyers (Bankrate/WSJ).



1 in 5 mortgage applications are being rejected—climbing to 20.7% in 2024, double the 10.2% rate from 2019 (National Mortgage Professional).



A leading reason: **excessive debt-to-income (DTI) ratios**, which caused **37% of denials** in 2024 (The Truth About Mortgage).



Contingent offers are risky—**13% are delayed and 5% fall through** altogether (RocketMortgage), and the contingency that creates the greatest risk is a requirement that the borrower sell their current home before they can close on the next one.



Agents and borrowers alike are skeptical of traditional bridge programs due to **excessive fees and interest rate premiums when rates are already high**. Bridge loans often carry higher rates than conventional mortgages—**typically in the 8–12% range, compared to 3–6% for traditional financing**—and often include substantial origination and administration fees (The Money Know How). Forbes notes these loans are almost invariably more expensive than long-term options, with borrowers paying a premium due to their short-term nature.



Staged homes sell 73% faster, which can also mean a higher final sales price when inventories are rising, but the difficulty staging an occupied home can delay listings (Times Ten Design/RESA via The Zebra).

And yet, consumers still need to move—across state lines, into school districts, or to seize an opportunity. The question is: *how?*

Key Challenges for Lending Teams

1 High DTI Ratios in a High-Cost Market

As home prices outpace wage growth, more borrowers are struggling to qualify. Many own equity-rich homes but can't access that equity in time to support a new purchase.

2 Contingent Offers = Contingent Revenue

Home sale contingencies introduce uncertainty into the transaction. Nationally, **13% of contingent offers are delayed and 5% fall through altogether** (Rocket Mortgage). For lending teams, this risk translates to lost pipeline and strained borrower experiences.

3 Aligning BBYS Solutions with Buyer and Agent Expectations

Buy-before-you-sell (BBYS) programs are growing in popularity—but not all are created equal. Traditional bridge loan models and some BBYS offerings often come with high fees (sometimes exceeding \$20,000) and complex terms that can create confusion at closing. These unexpected costs not only undermine affordability for borrowers but introduce friction with real estate agents who are cautious about recommending programs that could jeopardize a transaction. To meet modern buyer and agent expectations, **lending teams need BBYS solutions that offer transparent pricing, straightforward contracts, and predictable outcomes**—without sacrificing speed or flexibility—all focal points of Calque's solutions.

Case Study Highlights by Calque

Lending Solutions That Work

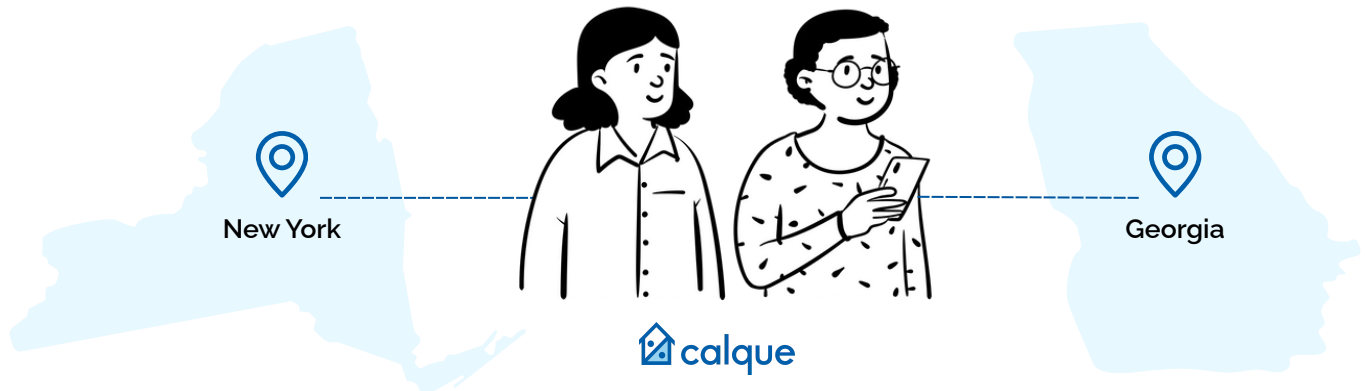
Calque is a fintech company that empowers lenders, real estate agents, builders, and homebuyers with innovative solutions designed to streamline the home purchase and selling process. Calque is not a lender—they partner with mortgage lenders, brokers, and real estate agents to offer programs that remove common financing roadblocks for buyers.

Their flagship products—The **Trade-In Mortgage™** and **Contingency Buster**—include a guaranteed buyout agreement or **Purchase Price Guarantee (PPG)** that allows homeowners to buy before they sell. By eliminating common debt-to-income (DTI) barriers, Calque gives homeowners the power to make strong offers with no home sale contingency that are more likely to win in any market. Calque helps borrowers close faster, unlock equity in their current home, and reduce the stress of buying and selling simultaneously. It's real estate, reimaged—smarter, simpler, and more strategic.

Stories From the Field

Scenario 1: Reducing Risk, Closing Faster

Turning a Cross-Country Move into a Closed Loan

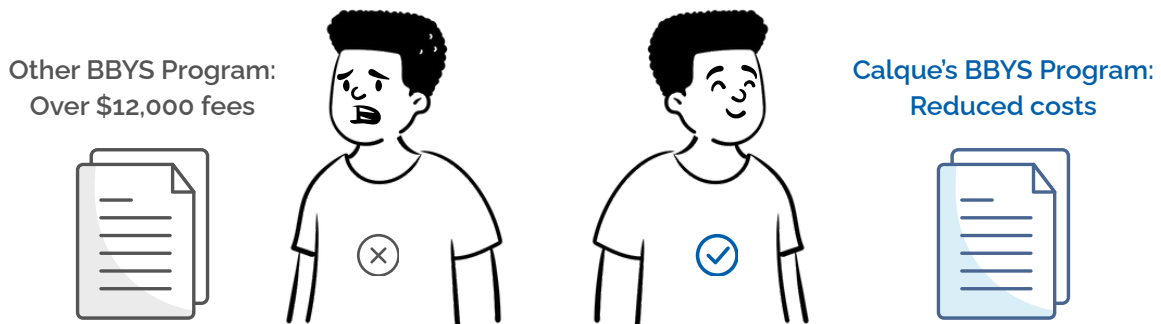


- Client Profile:** Deniz and her mother needed to relocate from New York to Georgia.
- Challenge:** Their purchase was contingent on the sale of their NY home.
Traditional underwriting couldn't make the numbers work.
- Solution:** Calque enabled them to buy first using their home equity as collateral, no need for a traditional bridge loan.
- Outcome:** By working with a program that leveraged their home equity without requiring a sale first, the lender was able to qualify the buyers, approve the loan, and close on time. The family relocated seamlessly, and the loan officer secured the deal that even Chase couldn't support.
- Takeaway:** **In a high-rejection market, flexibility wins.**
Creative structures that avoid a full sale contingency can make all the difference—especially for relocating families who need certainty.
- Why It Matters:** Contingencies kill deals—**5–7% fail nationally**. Calque eliminates the home sale contingency, increasing speed and certainty for both buyers *and* lenders.

Stories From the Field

Scenario 2: Gaining an Edge in High-DTI Markets

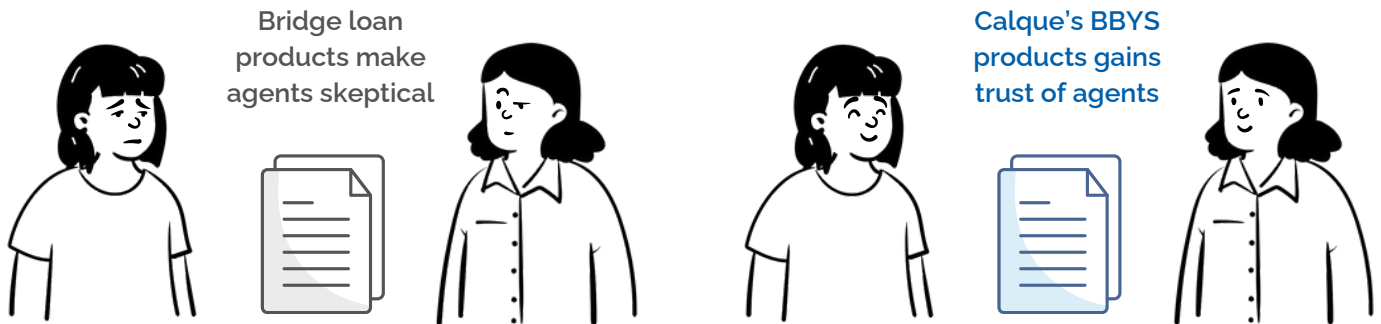
Saving a Deal—and the Borrower—From Costly Alternatives & Hidden Fees



- Client Profile:** A buyer struggling to qualify due to DTI limits.
- Challenge:** Other “buy-before-you-sell” programs imposed over **\$12,000 in fees** to a borrower trying to qualify for a new home, **hurting affordability**.
- Solution:** Calque provided a transparent, fee-light and straightforward program that reduced costs and improved qualifying ratios to help the borrower move forward without sacrificing affordability.
- Outcome:** The borrower qualified, the deal closed, and the lender avoided the “No” from underwriting. The loan officer not only retained the client but also strengthened their referral network.
- Takeaway:** Not all “buy-before-you-sell” programs are equal. Fee-heavy options hurt qualifying ratios and erode trust. Simplicity and transparency help deals stick—and clients stay loyal.
- Why It Matters:** With **Fannie Mae allowing up to 50% DTI** in some cases (The Truth About Mortgage), Calque gives lenders flexibility to help buyers qualify without inflating costs or using hidden-fee programs.

Scenario 3: Breaking Into Referral Networks

Building Agent Trust with a Contract That Speaks for Itself



- Client Profile:** One lender had spent **six years trying to get in with a top-producing Coldwell Banker team**—without luck.
- Challenge:** Traditional conversations went nowhere; agents were skeptical of bridge loan products due to high interest rates and uncertain costs.
- Solution:** By presenting Calque's clean BBYS contract and transparent pricing with no hidden fees, the tone changed, and trust was built quickly. The agent asked for more info. The next day, he referred a deal.
- Outcome:** Immediate inbound referrals and a new deal with a high-producing agent after years of no traction.
- Takeaway:** Agents are cautious for good reason. Clear, straightforward program terms help them protect their clients—and partner with lenders who bring value without baggage.
- Why It Matters:** Calque **opens doors with agent partners who are protective of clients and skeptical of predatory programs**. Transparency and trust win the day—and the referral.

Strategic Implications for Lending Executives

Lending executives evaluating purchase programs should consider:

- 1 How many clients in your pipeline are being blocked by DTI constraints, despite having significant equity?
- 2 Are agent partners avoiding certain programs due to complexity or consumer risk?
- 3 How many contingent deals are falling through each month, and what is the revenue impact?

By equipping loan officers with solutions that address these issues head-on, organizations can increase funded volume, improve agent loyalty, and enhance borrower satisfaction.

The Bottom Line

Calque empowers lenders to:

- ✓ **Expand client qualification**, especially in high-cost or high-DTI markets.
- ✓ **Avoid fall-throughs** due to fragile home-sale contingencies.
- ✓ **Enhance relationships with agents** through a product they can confidently recommend.

In a housing market where **transactions are under pressure** and **clients are under stress**, Calque is not just another product—it's a partner and a strategic advantage in the market.

Data That Supports a Necessary Shift

- 1 DTI-related denials are rising, especially in high-cost states like California and New York.
- 2 Buyers are maxed out—yet many are equity-rich. Programs that acknowledge this gap unlock opportunity.
- 3 Staging a home helps it sell faster and for more, but upfront prep takes time and cash—causing buyers to delay listing and lose purchasing power.

Conclusion

The New Lending Advantage

The lending landscape is evolving—and so are the needs of buyers. Whether it's helping a relocating family qualify without selling first, cutting through hidden-fee programs to preserve affordability, or finally opening doors with top-performing agents, success today requires more than rate sheets and standard approvals. These stories show that the right approach—one grounded in transparency, flexibility, and client empowerment—can unlock deals others can't and deliver lasting value in a market where trust is everything.



Want to Learn More About the Approach Behind These Successes?

Contact the team at Calque to talk through various scenarios and have a Buy-Before-You-Sell solution at your fingertips. Speak with a Calque representative [\(512\) 894-9629](tel:5128949629) or email info@calqueinc.com