

How to Introduce Calque's **Buy-Before-You-Sell** Products to Homeowners

Talk tracks to get your
homeowners off the fence



Calque Removes the Contingencies That Cost Your homeowner's More

homeowners lose time and money with contingent financing.

Contingent buyers usually have to make an offer that is 3-11% higher (on average) to beat a non-contingent offer.

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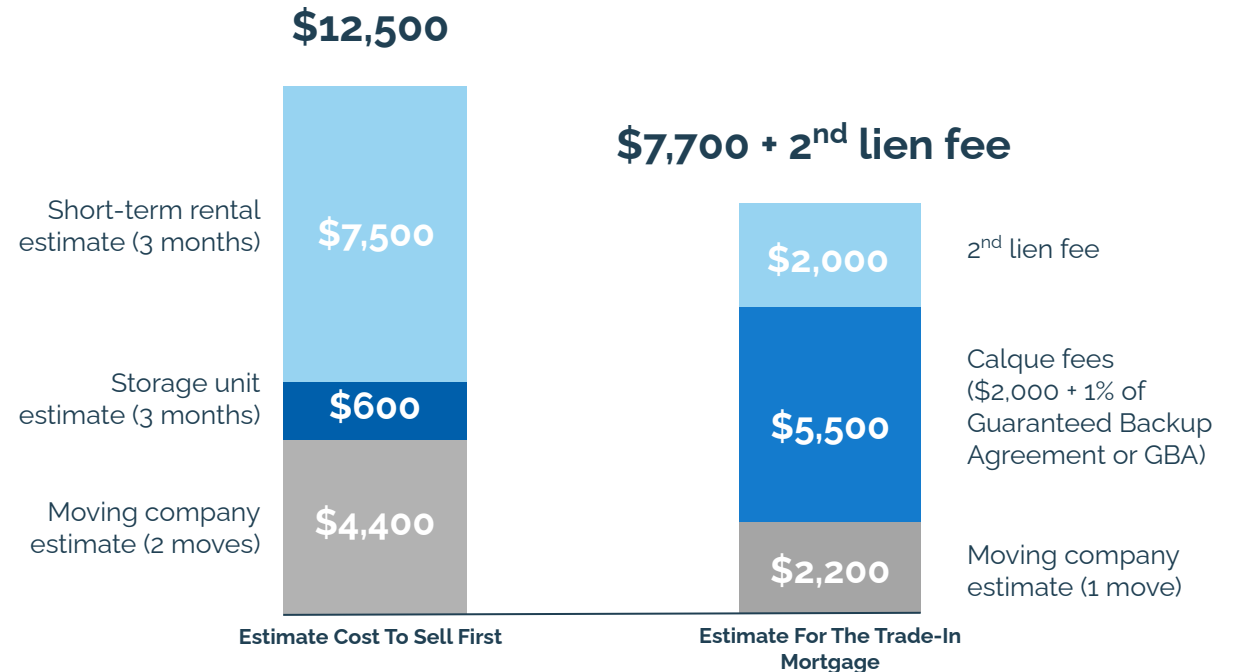
Calque May Save Your homeowners Money

...compared to traditional buying and selling – along with removing worry from:

- ✓ Lack of inventory and higher rates
- ✓ The stress of synchro-selling
- ✓ Having to find temporary housing
- ✓ Additional costs of storage and moving twice

Price Comparisons with Traditional Methods

In addition to the potential cost savings, *homeowners can buy their next home before they even list the current one.*



Note: *Based on moving out of a \$400,000 home with a \$350,000 GBA

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Show Your homeowners How to Maximize Their Sales Price with Calque



Higher Sale Price

Staged homes typically sell for

1-5% more

than comparable un-staged homes, and can fetch as much as 10% more in certain markets



Faster Sale

According to the National Association of Realtors (NAR), homes that are staged spend

73% less

time on market



Buyer Perception

Staged homes allow buyers to visualize the potential of the space, often leading to higher offers. Staging helps in highlighting the home's strengths and minimizing its weaknesses

Calque Real World Examples



Save Deals When Buyers Back Out

Helen, homeowner in Florida

Home sale fell through days before closing and Helen needed a quick backup buyer.

“ The lady who originally purchased my home backed out and it was awful. Calque saved me and made it all work out.



Remove DTI Constraints

Clark, homeowner in Ohio

homeowner was under contract and had gift funds from a relative, but couldn't support 2 mortgages in DTI.

“ Everything went really smoothly! The best thing is I was able to get a hold of Sherry everytime I needed her. This program is awesome!



Eliminate Stressful Contingencies

Kim Burrows, Sleepless Realtor in Seattle

homeowner was under contract on new home, but had no offers after 2 open houses. We got a backup agreement to protect her closing.

“ We all have people who have contingencies that need to be removed and this is helpful for that!



Protect Your Deals

Mathew, homeowner in Colorado

Calque stepped in when another buy-before-you-sell option fell through at the last minute.

“ We thought we were moving forward with another BBYS option, but it fell through at the very last minute. Calque came in and saved the day! We had 1.5 weeks to coordinate and it worked!



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