Price Cut *or Buydown?*

THE SAME DOLLARS, BOTH WAYS

One path barely moves the payment. The other moves it three times further, permanently, for the full 30 years.

SELLER GIVES
$30–40K
Identical cost either way
Price reduction or closing credit

RATE MOVES
6.625 → 5.625%
A full point, permanent
Not a 2-1 temporary buydown

PAYMENT RELIEF
2.7–3.0×
Versus an equal price cut
Across all three price points

THE COMPARISON

30-YR FIXED · 20% DOWN · 780 FICO

HOME PRICE	SELLER GIVES	A · PRICE CUT	B · RATE BUYDOWN	ADVANTAGE
$800,000 Today $4,098/mo	$30,000	$770,000 · 6.625% / 6.673% APR $3,944/mo saves $154/mo	$800,000 · 5.625% / 5.669% APR $3,684/mo **saves $414/mo**	2.7× more relief
$1,000,000 Today $5,122/mo	$35,000	$965,000 · 6.625% / 6.663% APR $4,943/mo saves $179/mo	$1,000,000 · 5.625% / 5.659% APR $4,605/mo **saves $517/mo**	2.9× more relief
$1,200,000 Today $6,147/mo	$40,000	$1,160,000 · 6.625% / 6.657% APR $5,942/mo saves $205/mo	$1,200,000 · 5.625% / 5.654% APR $5,526/mo **saves $621/mo**	3.0× more relief

KEY SIGNAL The same seller dollars move the buyer's payment nearly three times further as a permanent rate buydown than as a price cut — and the seller keeps the higher number on the closed comp.

IF THE LISTING IS SITTING

Bring this to the next price-reduction conversation. The seller lets go of the **same dollars either way** and the buyer's payment drops almost three times further.

IF THE BUYER IS ON THE FENCE

Write at full price and **ask for the credit, not the discount**. Sellers say yes to credits faster, and the buyer keeps the lower payment for 30 years.

READ THIS These examples assume **20% down and a 780 credit score**. Most buyers have neither. With less down, a lower score, a condo or townhome, or a second home, the pricing moves — sometimes a lot. Every file prices differently. Send the scenario and get real numbers back the same day.

Get a custom worksheet

Send the address or the scenario — price, down payment, credit score — and you will have real numbers for your seller or your buyer the same day. No cost, no obligation.

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