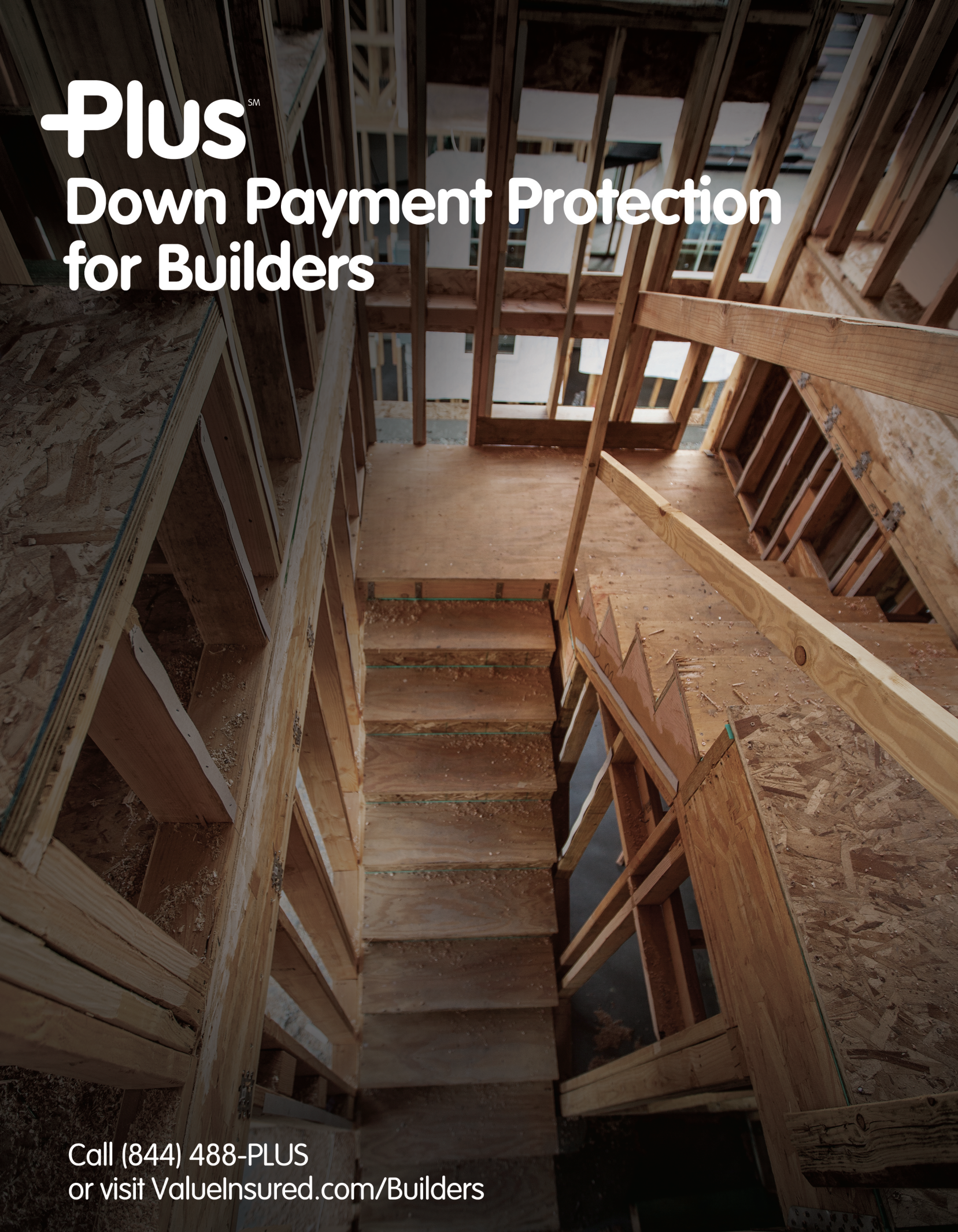
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Giving away washers and dryers to close a sale is so 2000's, now homebuyers are shopping multiple builders and expecting more. Make sure you stand out by offering a solution that could protect their hard-earned down payment, and potentially save them tens of thousands of dollars.

When you offer +Plus Down Payment Protection, you instantly show your customers you care about them and their family. 86% of your millennial customers expect to move within the next 7 years; when they build with you, they can enjoy their wonderful new home without worrying about market fluctuations if they ever have to move and sell for any reason. If some buyers have cold feet and worry about losing on a sale later? You just solve their problem with +Plus.

Make your custom build stand out with +Plus down payment protection.
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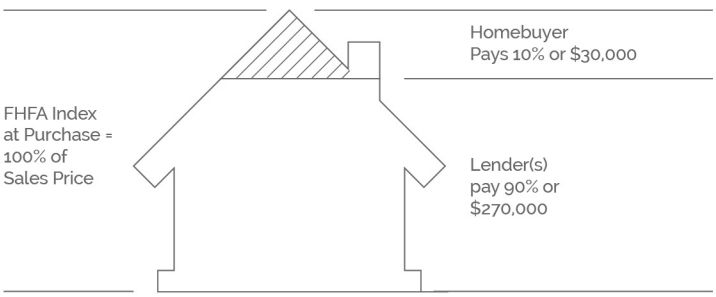
How it works:

TODAY



Purchase price
$300,000

5 YEARS LATER

Homeowner sells at a $20,000 loss

Homeowner gets
$20,000

Calculated from the lesser of:
Sales price loss: $20,000
Down-payment: $30,000
FHFA Index loss: $45,000

Sell at
$280,000