

3 ways private MI can help real estate pros solve for common obstacles and sell more homes

Industry insiders have banked on this little-known secret for years: Real estate professionals who leverage private mortgage insurance (MI) have a competitive edge. With MI on the table, you can create opportunities for your buyers and give them more options.

MGIC MI Solutions can help you:

1

Expand your buyer's house-hunting options

Less money down can mean more sales for you when you help buyers break into new neighborhoods and price points with the increased buying power of private MI – assuming, of course, that they can afford the higher monthly payment that accompanies the larger home price.

2

Overcome a low appraisal

Don't risk losing a deal if the appraisal comes in low. Share a practical solution with your buyers – private MI – to secure their winning bid. It may be possible for them to accept a higher loan-to-value (LTV) and use MI to purchase the home.

3

Show buyers the benefits of fixer-uppers

MI can help homebuyers purchase and renovate their dream home. With a lower down payment, buyers have more "cash flexibility" and may consider properties that need updating, knowing they'll have money left after closing to make renovations. You can offer a broader cross-section of homes and markets to shop.



MGIC

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Contact me today for more on how you can use private MI strategically to sell more homes.