



## Knock Home Swap™ – Social Media Talking Points:

### GENERAL:

- With a Knock Home Swap, you get the convenience, certainty, and cost savings of buying the new home you want first and then selling your old one.
- Get a Knock Home Swap, and skip the stress and uncertainty of buying and selling a house the old way.
- Knock is the smart way to buy *before* you sell.
- Swap the house you have for the home you want.
- Knock is the first contactless way to buy while you sell.
- Unlike traditional home sales, where you can miss out on your dream home while waiting for your current house to sell, the Knock Home Swap gets you into your new home first.
- Only Knock assists with the entire buying and selling process, from helping you find and finance a new home, to covering home prep costs so you can sell your old house for the best price.

### KEY BENEFITS:

- **Convenience**  
You can buy a new home without having to sell the old one first, or at the same time. Plus, you can live conveniently in your new home while prepping your old one for sale.
- **Certainty**  
With a fully pre-approved mortgage, you can put down a strong, non-contingent offer on your dream home, and win! You only pay your new mortgage—Knock covers the old one.
- **Cost Savings**  
You only move once, saving on rent, closing costs, and moving costs. Plus, you'll sell your old house fast for top dollar with up to \$25,000 in home prep costs covered upfront.

### BENEFITS (ONE-LINERS):

- Allows you to move into your new home before selling the old.
- Lets you skip living through home prep and showings.
- Recommends improvements to maximize sale price AND covers cost upfront.
- Manages and streamlines the entire lending, buying, and selling process.
- Approves you to make a non-contingent offer on new house.
- Helps you save on rent, closing costs, and moving costs.
- Pay only one mortgage and build equity while you sell.