

## Hot vs. Cold Market

### MoveAbility

The housing market never sits in a perfect balance of supply and demand, leading to issues for homeowners looking to move. Before EasyKnock, the process in a hot or cold market looked like this:

In a Hot Market	In a Cold Market
Can sell the home quickly, but purchasing is contentious due to demand	Cannot sell home-quickly, but very easy to purchase
Home-sale contingency can be an offer-killer when bidding, causing higher bids	If you cannot balance two mortgages, a home-sale contingency is needed but unreliable without pricing to sell
To avoid a home-sale contingency, a short term lease and multiple moves are needed	Potential to miss out on a good opportunity to purchase

EasyKnock flips both processes by offering the benefits of the home-sale without having to move until you've found your perfect home.

In a hot market with EasyKnock, remove the hassles of moving and associated costs with short-term leases:

- 1 Sell To EasyKnock and Remain In Home
- 2 Purchase New Home and Move
- 3 Sell Old Home on Open Market

In a cold market with EasyKnock, gain access to your home equity, allowing you to make home improvements for a quicker sell. Shop with confidence for your next home since the mortgage is cleared, allowing a seamless pre-approval or offer.

- 1 Sell To EasyKnock and Remain In Home
- 2 Buy Next Home Without Mortgage Lien Issues
- 3 Move Into New Home While Waiting For Old Home To Sell



**Partner now!** Email us at [partners@easyknock.com](mailto:partners@easyknock.com) or visit us at [easyknock.com/easyknock-agents](https://easyknock.com/easyknock-agents)

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