



Trade Up

Buy Before You Sell

We specialize in eliminating home sale contingencies and unlocking equity. Get stuck deals across the finish line and get your clients into their new homes!



How it works



Get a Purchase Price

UpEquity makes an offer to buy your client's Old Home. Our offer is for full market value, paid in two installments, and includes a flexible close date to fit the client's timeline.



Make a Winning Offer

Now that we've eliminated their home sale contingency, your client is able to shop for their New Home with confidence and can make a stronger offer.



Stay In Control

You and your client continue to list, market and consider offers on the Old Home. If it doesn't sell within six months, UpEquity will buy the home.



Keep the Upside!

Your client can take the time to find the right buyer and sell on their terms. Once the Old Home sells to the final buyer, your client keeps any upside!

Agent Benefits



Unlock your client's equity

We issue your client an interest-free bridge loan to use towards the New Home's downpayment before selling the old one.



Eliminate home sale contingencies

UpEquity makes an offer on the departing residence to remove the home sale contingency - allowing you to remove your client's liability and help them make a better offer.



Maximize the sale

Take the time to find the right buyer (at the right price). Plus, with the Old Home vacant, the client can stage or update to get the most out of the sale.



Set yourself apart!

UpEquity's Trade Up program is designed for agents. Help make a move possible for your clients and earn commission faster!

Program cost:

It's always free to get started and receive your quote. Our fees differ based on your client's unique situation and are designed to be straightforward and customer friendly. There is a convenience fee for using the program, as well as a 2% loan origination fee for the interest-free Equity Advance.

How to get started:

Visit www.upequity.com and submit a deal!

Who we work with

- ✓ Located in an eligible market and is under 20 acres
- ✓ Estimated value is \$200k-\$5M
- ✓ Approximately 15% equity in the Old Home (or more)

Frequently Asked Questions

How long does it take to get approved?

Using our proprietary technology, UpEquity can determine the Equity Advance amount within seconds of receiving the necessary information. While we can generate instant offers, we always recommend getting in touch early into the home buying and selling process.

What happens if the Old Home doesn't sell immediately?

Our flexible close date allows clients and their agents up to 6 months to sell the home for max value. You and your client are responsible for marketing the property and negotiating offers.

If the Old Home doesn't sell within 180 days, we purchase it for the UpEquity Purchase Price (or 1st installment). Once the property sells to the final buyer, your client keeps any upside (or 2nd installment).

How does agent commission work?

At UpEquity, we understand the importance of keeping knowledgeable agents at the heart of every transaction. As the agent, you receive the commission on the purchase of the New Home sooner and receive the full sale commission at the final sale of the client's Old Home.

While the Standard Commission can vary based on where you live, the Standard Commission is typically 6% but is negotiated between you and your client.

**Fees subject to change; additional fees may apply **Exceptions can be made if the size of the property is conforming for the area*

