



Buy Before You Sell

Move into your new home now — and sell your current home with peace of mind.

How it works

3 easy steps



Unlock equity from your Old Home with ease

Get In touch with UpEquity and in minutes, we'll let you know how much equity you can unlock for the purchase of your New Home.



Buy your dream home with confidence

Make a stronger, winning offer on your New Home without a home sale contingency. Avoid moving twice or paying two mortgages out of pocket at the same time.



Sell the Old Home with our purchase guarantee

Continue listing the home to find the right buyer. In the unlikely event the Old Home has not sold within 6 months, UpEquity steps up to purchase it at a pre-negotiated price.

Ready to buy before you sell?

- ✓ Unlock your home equity to buy your next home with 0% interest and straightforward fees
- ✓ Make a stronger, winning offer on your next home without the stress of a home sale contingency
- ✓ Buy your New Home for less, sell the Old Home for more, and remove the stress of buying and selling at the same time

Frequently asked questions

How much does the program cost?

As a custom solution, fees are based on your specific needs. There is a one-time convenience fee for using the program, as well as a 2% origination fee for your interest-free Equity Advance loan.

What does the approval process entail?

As part of the approval process, each Trade Up purchase property is required to meet certain eligibility criteria, including passing an inspection.

To determine the amount of equity we can advance, UpEquity will collect basic property information including existing mortgages, other liens, and list price. Then, we use our proprietary algorithm to determine the specific amount you can unlock.

Is UpEquity an iBuyer?

No, iBuyers typically make a lowball offer to buy your Old Home and profit on selling it for much more.

UpEquity makes an offer to buy the Old Home in 6 months if you're unable to find another buyer. Even if we do purchase the home, you remain in control of marketing the property, as well as negotiating and accepting offers, so you're able to maximize the final sale.

*Fees subject to change; additional fees may apply