



Buy Before You Sell

Trade Up + Equity Advance

With Trade Up, you will have the power to unlock your client's home equity before they sell it, freeing up their debt-to-income ratio, and pushing stuck deals across the finish line.

How it works

- 1 UpEquity can qualify your client in minutes**

Submit your client's current home for review and learn how much equity can be unlocked, with no commitment.
- 2 Make a winning offer on the New Home**

With UpEquity's Trade Up offer in their pocket, your client can make stronger offers without a home sale contingency
- 3 Close on their New Home and mortgage**

Your client closes on the New Home, using their interest-free Equity Advance as the new down payment.
- 4 Sell the Old Home at full market value**

Your client moves into the New Home and continues to market and consider offers on the Old Home.

Lender Benefits



Unlock equity

Give your clients access to their home equity with an interest-free bridge loan.



Eliminate contingencies

UpEquity's offer on the Old Home removes the home sale contingency - allowing you to reduce your client's liability.



Reduce the DTI ratio

The departing residence mortgage liability no longer needs to be included in their debt-to-income ratio.



Earn more agent partners

Set yourself apart with the most innovative tools on the market.

Program cost:

Our fees differ based on the client's unique situation. There is a convenience fee for using the program as well as a 2% origination fee for the Equity Advance.

How to get started:

Submit your client's Old Home through UpEquity's Trade Up application.

Serves homes that are:

- ✓ Located in an [eligible market](#)
- ✓ Estimated value is \$200k-\$5M
- ✓ Approximately 15% equity in the Old Home (or more)

Frequently Asked Questions

How long does it take to close the Equity Advance loan?

We guarantee the Equity Advance Loan will be cleared to close within 21 days, assuming the client provides all the required materials. The closing timeline can often occur in as little as 1-2 weeks.

What happens if additional property liens are discovered after the Trade Up Service Agreement is signed?

Existing property liens are a key in Equity Advance loan pricing and approval. UpEquity runs a title search to confirm the property liens balance. If additional liens are discovered, the previously executed agreement would likely need amending and the loan will need to be re-priced.

Can a client qualify for the Trade Up Plus program if they are using an FHA loan on their New Home Purchase?

No, clients using an FHA loan for their New Home Purchase are not eligible for the Trade Up Plus program due to the FHA underwriting guidelines.

What type of homes and clients qualify?

- ✓ ~15% equity in the Old Home
- ✓ Estimated value is \$200k-\$5M
- ✓ In an [eligible market](#)
- ✗ No FHA
- ✗ No mobile homes
- ✗ Non-warrantable condos

