



Why “Sell and Stay”?

Millions of Americans are property rich and cash poor. In fact, home equity is at an all time high. Concurrently, as a result of the credit crisis, lenders have stringent lending requirements that disqualify many homeowners in need of financing. Without a financing alternative, they are forced to sell their homes and move.

What is “Sell and Stay”?

Often times, homeowners want to remain in their homes; moving is disruptive, expensive, and time consuming. So, we created Sell and Stay - a hybrid solution. With Sell and Stay, you tap your equity by selling your home to Easyknock, and then continue to live in your home through a lease agreement.

How does it work?



1. We agree on a purchase price, the monthly rental rate, your buyback/option price (the price you can buy your home back from us) and initial lease term.
2. We execute a purchase agreement providing 30 days to close (we can move faster if necessary).
3. We close and pay-off any and all existing liens on the property (ie; mortgage or real estate back taxes) and you get the excess cash!
4. You continue to live in your home under our lease agreement.
5. You can buy your home back at any time during the lease term, or have us put it on the market. You get the net proceeds over the buyback/option price, thereby capturing the home’s appreciation (if the value increases).

Check out our [Sample Proposal](#) for a step-by-step guide of how the process works, and for an example offer.



EASY KNOCK

Who qualifies?

If you own a single family home and have at least 40% equity (your home's market value minus mortgages), you are a candidate for our Sell and Stay plan.

So what's the catch?

There's no catch, it's really whether Sell and Stay is the right solution for you. We do charge a processing fee, however we are transparent about our pricing- everything is clearly laid out in a proposal.

Why wouldn't I just sell or do a home equity line of credit?

If you don't qualify for a HELOC, or you aren't ready to move yet, then Sell and Stay may be the perfect fit. Homeowners come to us when they need a way to get cash, but selling and moving from their home just isn't feasible or desirable at the time.

A modern day solution.

EasyKnock's Sell and Stay program works for homeowners who need options. You stay in your home, access your equity, and have the time to make those important life decisions.

Helpful Links and Articles

[Sell & Stay Informational Video](#)

[What To Do If You're Asset Rich And Cash Poor](#)

[Reverse Mortgage Vs. Residential Sale Leaseback: Which Is Right For You?](#)

[Startup CEO Thinks Sale-Leaseback Could Take Bite Out of Reverse Mortgages](#)

[EasyKnock Wants to Cash in on Stricter Reverse Mortgage Rules](#)

Who's talking about us

Bloomberg

**BUSINESS
INSIDER**



FOX



CBS

Forbes

1115 Broadway, New York, NY 10010 | hello@easyknock.com
www.easyknock.com



EASY KNOCK

Sell and Stay Matrix:

Market Value	Initial Purchase Price (% of Market Value)					
	10%	20%	30%	40%	50%	60%
\$150,000	\$15,000	\$30,000	\$45,000	\$60,000	\$75,000	\$90,000
\$200,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$120,000
\$250,000	\$25,000	\$50,000	\$75,000	\$100,000	\$125,000	\$150,000
\$300,000	\$30,000	\$60,000	\$90,000	\$120,000	\$150,000	\$180,000
\$350,000	\$35,000	\$70,000	\$105,000	\$140,000	\$175,000	\$210,000
\$400,000	\$40,000	\$80,000	\$120,000	\$160,000	\$200,000	\$240,000
\$450,000	\$45,000	\$90,000	\$135,000	\$180,000	\$225,000	\$270,000
\$500,000	\$50,000	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
\$550,000	\$55,000	\$110,000	\$165,000	\$220,000	\$275,000	\$330,000
\$600,000	\$60,000	\$120,000	\$180,000	\$240,000	\$300,000	\$360,000
\$650,000	\$65,000	\$130,000	\$195,000	\$260,000	\$325,000	\$390,000
\$700,000	\$70,000	\$140,000	\$210,000	\$280,000	\$350,000	\$420,000
\$750,000	\$75,000	\$150,000	\$225,000	\$300,000	\$375,000	\$450,000
\$800,000	\$80,000	\$160,000	\$240,000	\$320,000	\$400,000	\$480,000
\$850,000	\$85,000	\$170,000	\$255,000	\$340,000	\$425,000	\$510,000
\$900,000	\$90,000	\$180,000	\$270,000	\$360,000	\$450,000	\$540,000
\$950,000	\$95,000	\$190,000	\$285,000	\$380,000	\$475,000	\$570,000
\$1,000,000	\$100,000	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
\$1,050,000	\$105,000	\$210,000	\$315,000	\$420,000	\$525,000	\$630,000
\$1,100,000	\$110,000	\$220,000	\$330,000	\$440,000	\$550,000	\$660,000
\$1,150,000	\$115,000	\$230,000	\$345,000	\$460,000	\$575,000	\$690,000
\$1,200,000	\$120,000	\$240,000	\$360,000	\$480,000	\$600,000	\$720,000
\$1,250,000	\$125,000	\$250,000	\$375,000	\$500,000	\$625,000	\$750,000
\$1,300,000	\$130,000	\$260,000	\$390,000	\$520,000	\$650,000	\$780,000
\$1,350,000	\$135,000	\$270,000	\$405,000	\$540,000	\$675,000	\$810,000
\$1,400,000	\$140,000	\$280,000	\$420,000	\$560,000	\$700,000	\$840,000
\$1,450,000	\$145,000	\$290,000	\$435,000	\$580,000	\$725,000	\$870,000
\$1,500,000	\$150,000	\$300,000	\$450,000	\$600,000	\$750,000	\$900,000
\$1,550,000	\$155,000	\$310,000	\$465,000	\$620,000	\$775,000	\$930,000
\$1,600,000	\$160,000	\$320,000	\$480,000	\$640,000	\$800,000	\$960,000
\$1,650,000	\$165,000	\$330,000	\$495,000	\$660,000	\$825,000	\$990,000
\$1,700,000	\$170,000	\$340,000	\$510,000	\$680,000	\$850,000	\$1,020,000
\$1,750,000	\$175,000	\$350,000	\$525,000	\$700,000	\$875,000	\$1,050,000
\$1,800,000	\$180,000	\$360,000	\$540,000	\$720,000	\$900,000	\$1,080,000
\$1,850,000	\$185,000	\$370,000	\$555,000	\$740,000	\$925,000	\$1,110,000
\$1,900,000	\$190,000	\$380,000	\$570,000	\$760,000	\$950,000	\$1,140,000
\$1,950,000	\$195,000	\$390,000	\$585,000	\$780,000	\$975,000	\$1,170,000
\$2,000,000	\$200,000	\$400,000	\$600,000	\$800,000	\$1,000,000	\$1,200,000