

Trio New Construction Program



Trio lease option financing is an innovative home financing program that expands credit to potential homebuyers. Based on the automobile leasing model, Trio leases include an assumable mortgage promoting a clear path to homeownership.

Expanding the Market for Potential Buyers

First time buyers and Millennials represent the largest segment of new home purchasers, and yet today they face many challenges. Mortgage qualification is difficult. Down payment requirements remain challenging. Against this backdrop, a lease with an option to purchase that includes an assumable mortgage removes the most significant points of resistance and opens a previously non-existent gateway to homeownership.

Increase Closings

Standing Inventory: Trio commits to purchase selected standing inventory. Committed homes are identified as “TrioReady”, marketed and then financed with Trio leases to qualified consumers.

To Be Built Inventory: Trio commits to purchase future new homes in approved communities. The consumer selects a home, applies for financing and then opts to finance with Trio, usually after traditional mortgage denial.

How Trio Works

Trio is added as an alternative financing option for homes sold by the participating builder. Site sales and preferred lenders screen consumers as normal, but can now serve an expanded buyer profile through Trio. Either refer non-mortgage qualified consumers directly to Trio for qualification or use Trio to finance consumers that are denied after making mortgage application. Consumers then sign a one to five year lease and Trio purchases the home directly from the builder.



Trio Financing Solves Qualification Challenges

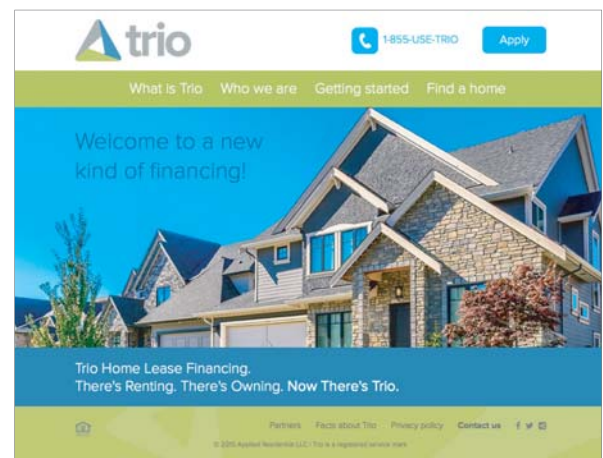
- Down payment
- Employed without 2 year work history
- Credit scores
- Executive relocations
- Seasoning of income and employment
- Self-employed
- Recovering from foreclosure or short sale
- Potential new buyer facing uncertainty

A Win-Win-Win Solution

Trio lease option financing adds another dimension to the sales efforts of builders and preferred lenders. When potential buyers do not qualify for available mortgage financing programs, Trio steps in to increase closings. All parties benefit – the consumer, builder, preferred lender & Trio.

Marketing Communication Support

From program awareness to home closing, Trio provides all the marketing support necessary to communicate the features and benefits of Trio financing, including consumer marketing materials, signage, website links, application and underwriting standards, and lead generation options. Trio can coordinate to expand builder marketing through the implementation of co-marketing programs.



Key Consumer Benefits of Trio

- ▶ Secure lease, with choice of term from one to five years.
- ▶ Faster and easier qualification than a mortgage.
- ▶ Convert to ownership anytime and build valuable pre-purchase equity.
- ▶ Low upfront cash requirements and no down payment.
- ▶ Consumers can choose a specific home with TrioFirst or TrioSelect programs.
- ▶ Consumers can choose from move-in ready homes, called “TrioReady”.
- ▶ With Trio’s Own Option Mortgage, consumers assume later at today’s low interest rates.
- ▶ Low, fixed monthly payments as consumer transitions to homeownership.
- ▶ Included home warranties and range of maintenance plans enhance home care.
- ▶ Walk through warranty and maintenance situations to help prepare new home owners for the challenges of homeownership.

