

# Introducing the Knock Home Trade-In®

The Easiest, and Best Way to Buy and Sell Your Home

We've made buying and selling your home as quick and easy as trading-in your car—but instead of Knock buying your home from you, we help you sell it for the highest possible price. So you get all of the convenience of a trade-in, with none of the trade-offs.

## How The Trade-In Works

01

### We help you find your new home and buy it for you, all-cash:

Our Licensed Local Experts will help you find the perfect home for you and your family, then make an all-cash offer on your behalf (using Knock's cash). This puts us in the best position to negotiate a better deal on the purchase price for you, or win in a competitive bidding war.

02

### You move into your new home, whenever it works best for you:

We let you move into your new home right away—before selling your old home—so you can plan your move on your own timeline and skip all the stress of a traditional listing.

03

### We prep and sell your old home, for the highest possible price:

Knock will manage and cover the upfront cost (up to \$10k) of any work that needs to be done to maximize your sale price, then list it for you—using a combination of new technology and traditional marketing tactics to get great offers, fast.

GET STARTED NOW

Want even more detail?

Here's an in-depth guide to each stage of the process

## Why Trade-In Your Home With Knock?



### Seamless end-to-end home buying & selling experience

From your mortgage pre-approval, to managing repairs to getting you the best price for your new and old home, you have an entire team of real estate experts managing your process every step of the way.



### Competitive buying power with Knock cash offer

By buying your new home on your behalf with our cash, we unlock the equity in your old house before it sells, and have a 98% success rate beating out other offers to buy homes.



### Live in your new home while we list your old one

Your life won't be disrupted by home preparations, endless cleaning and living through inconvenient nightly and week-end showings while it's on the market.



### Use data, tech & marketing to sell your house for the best price—fast

Our algorithms and local experts use hundreds of data points to price your home, then promote it on the open market to get you the best offer — usually twice as fast as other brokers.

START WITH A FREE HOME EVALUATION TODAY

## Knock VS Other Home Buying/Selling Options

	Knock Home Trade-in	Traditional Real Estate Agent	Online Home Buyers
Feature 1	X	X	
Feature 2	X		X
Feature 3	X	X	
Feature 4	X		X

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Learn More About the Trade-In

