



How It Works:

What Makes Us Different

Hi and thank you for joining us for another video in the *How It Works* series. I'm your host, Glen Whitten, and today we're talking about how our model differs from a traditional real estate broker.

To start, let's look at how traditional brokers handle the sale of a home. For the past century or so, if you sold your home, the vast majority of the time it goes something like this:

- You choose an agent to list your home
- The agent signs you to a 6-month listing contract
- They plant a sign in your yard
- They run back to the office and input your property into the Multiple Listing Service or MLS. We call this marketing.

- Next, a buyer sees your property online and calls up their agent who then shows your house to that buyer.

- That agent writes an offer and sends it to your agent
- Your agent shows you the offer and together, you make a decision. We call this negotiating.

- Next, everybody works to get through contingencies for inspections, title, and appraisal. We call this process closing the transaction.

- Finally, a title company sets up a time and you sign the deed and get your money.
- At that meeting, your agent collects around 6% of the sale and then splits it with the buyer's agent so they both get 3%.

In a nutshell, you just paid 6% for the following:

1. Marketing
2. Negotiations
3. Closing the transaction
4. 3% for the buyer's agent.

With a traditional agent, you pay for everything, whether you want it or not. This is a one-size-fits-all mentality, which is not how we work. We think there's a better way.

What we do is called “unbundling”. We take those four separate services and break them apart and offer you a menu. With us, you decide and only pay for the services you want.

Our Silver package covers your marketing. Gold includes marketing and negotiations. Platinum, or virtual full service, includes Marketing, negotiations, and closing the transaction.

Best of all, our pricing stays the same, regardless of your selling price. Unlike traditional agents, we don't base our pricing on the value of your home. That seems more like a tax or a penalty and frankly, doesn't really seem fair.

It doesn't cost any more to market, negotiate, and close a million dollar property than it does a \$50,000 property. Since everything costs the same, why would we base our prices on the value of your home? We wouldn't, because we are awesome like that.

As for the fourth part, the buyer agent commission, we take a much different approach here as well. In a traditional setting, you are paying your listing agent who is then “sharing” their commission with the buyer's agent. If there is no buyer's agent, your traditional listing agent would keep the entire amount at closing.

In our system, since you are paying a buyer's agent directly, we let you decide what to offer. It can be anything from a few dollars to 3% or more. What's even better, in our system, if there is no buyer's agent involved, you don't pay a cent in commission. That's right—you keep the buyer agent fee, not us.

Beyond the thousands of dollars in savings, we also give you far more control over the entire process. And why not?

After all, who is more motivated to sell than you? Who has more information about the property details and the neighborhood than you? Nobody. So why not put you in the driver's seat as much as possible?

In the past 20+ years of doing business this way, we find that sellers love the combination of having all that control with the safety net of a licensed broker backing them up all the way. This is how real estate should be done and this is where it's going.

When we first started, about one out of every 500-1000 homes were listed with a flat fee broker. Today, that number has climbed to about one in every 50.

Real estate is changing. Just like with travel, banking, stocks, school, and so many other areas of life, technology and information are driving costs down.

So there you have it. We are rocketing real estate into the modern era by giving you more control and keeping fees under control. If you're ready, here are the next steps.

To get started, just click the blue button near this video or the "Get Started" link at the top of your screen. As a thank you for hanging out with me today, use Promo Code **SAVE25** during checkout to take \$25 off your order.

We look forward to working with you. Please reach out if you have any questions.

And remember: You can sell it...We can help.

