



1R LIST 1
REALTY

Listing Presentation

Company Founders



Jody Desnoyers & Ted Perrin



20 Year Industry Veterans



Built and Run Multiple Brokerages – both “Traditional” and “Alternative”



Teams have sold thousands of homes in both models



Served as Chief Revenue Officer for a National Real Estate Brokerage and Real Estate Technology Firm for 10 years



Moved to WNY in 2016 and built and sold the fastest growing traditional real estate brokerage, Own NY Real Estate within 3 years



Sold it to launch List 1 to focus on passion, the 1% listing model.

How Homes are Sold in 2020 per NAR



SOURCE	Traditional Broker	List 1 Realty	NOTES
Internet: 50%	Yes	Yes	Buyer found online
Real Estate Agent via MLS: 28%	Yes	Yes	Buyer's Agent found for buyer
Yard Sign/Open House Sign: 7%	Yes	Yes	Buyer saw sign or went to Open House
For Sale By Owner (FSBO): 7%	No	Yes	If you tried FSBO and a buyer comes back after you listed, List 1 will facilitate the deal for only ½ percent. With a traditional broker, you'd still pay 6% or 7%!
Home Builder: 5%	n/a	n/a	New home build - no Listing Agent involved
Knew Seller: 2%	No	Yes	If a friend, relative, neighbor wants to buy after seeing you listed with us, we'll facilitate the deal for ½ percent. With a traditional broker, you'd still pay 6% or 7%!
Print Advertisement: 1%	Maybe	No	One of the ways we're able to charge less is we don't spend money on ineffective print marketing like newspapers and magazines.

Why are Brokers Still Getting 6%-7%?



High Head Count Approach – Lots of Agents



Low Transaction Volume Per Agent



Lots of Time Spent Marketing and Networking



Required to Cover Overhead of Big Commercial Office








Slow Industry to Adopt Change












How Can List 1 Realty Do It For 1%?



-  Think Amazon for Real Estate
-  High Transaction Volume Leveraging An Efficient Team Approach
-  1% Fee Sells Itself – Our Time Spent Listing, Servicing, and Selling Homes
-  90% of Homes are Sold Via Cooperation With an MLS Buyer's Agent. They do the Heavy Lifting and are Paid 3%
-  Listing Agent's Job is Simply to Price Right, Get Exposure, Negotiate Contracts and Communicate

List 1 Realty Marketing Plan



-  Professional photography provided for every home
-  Beautiful Full Color Lawn Sign and Directionals
-  Open Houses
-  Complete online marketing through the MLS, Realtor.com, Zillow, Trulia, and many more!
-  Social media marketing
-  Listing placed and managed in local MLS
-  Realtors with a fiduciary responsibility for your best interest above their own
-  Professional contract negotiation to get you the highest price
-  Competitive compensation for the buyer's agent

List 1 Realty Team Approach



01 Listing Agent – Primary Point of Contact,
Pricing, Negotiating, Oversight

03 Team Admin – Appointments, Paperwork,
Transaction Coordination Assistance

02 Inside Sales Executive –
Marketing Assistance

04 Buyer's Agent – Open Houses,
Direct Buyer Showings

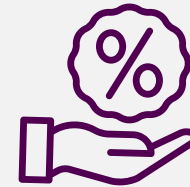
The List 1 Difference



Beside the commissions saving with List 1, the key differentiators between any realtors are knowledge, experience, correct pricing and service.



Knowledge & Experience?
Our Brokers are 20-year industry veterans with thousands of home sales.



We'll price and sell homes all day from our volume of experience. The average 2018 Realtor-Assisted sale price was \$265,000 and the average FSBO sale price was \$200,000!



We pride ourselves on the service our team approach affords, and we go the extra mile to disprove any false "discount" stigma.

List 1 Realty Fee Structure



SOURCE	List 1	Traditional Broker
Sold Without MLS Buyer's Agent Involved (direct online inquiry, signage, open house)	1%	6% or 7%
Sold Via MLS Buyer's Agent	1% + 3%	6% or 7%



**Why pay up to 7%
when you can List 1?**

Let's Get Started!