



AFFORDABLE • LOCAL • PROFESSIONAL

**SELL SMARTER.
KEEP MORE OF
YOUR EQUITY.**



SCAN ME WITH YOUR
PHONE TO WATCH VIDEO



EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED.
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NATIONWIDE COMPANY GROWTH

**SELLERS SAVED
OVER \$65M**

vs paying a 6% commission

**75 OFFICES
OPENED**

**1,300+ 5 STAR
REVIEWS**

**4.9 AVERAGE
REVIEW SCORE**

**10K+ HOMES
SOLD**



“ We believe in
the long term value
of happy clients as
opposed to the short
term value of larger
commissions. ”





A SMARTER WAY TO SELL.

KEEP MORE EQUITY.
SELL YOUR HOME FASTER.

WHAT IF YOUR COMMISSION WORKED FOR YOU?

In a *strong* market, you won't have to spend more to generate activity.

In a *slower* market, our savings give you flexibility to market more aggressively.

OUR MODEL GIVES YOU AN ADVANTAGE OVER OTHER SELLERS.

1 Our lower fee makes pricing easier

The right price attracts more attention, generates more showings, and produces stronger offers - faster.

2 Buyer incentives set you apart

Our savings affords incentives, like closing cost assistance, which motivates buyers.

3 Negotiate more effectively

Higher fees harm your bottom line which makes negotiations more difficult.

4 Keep more of your equity

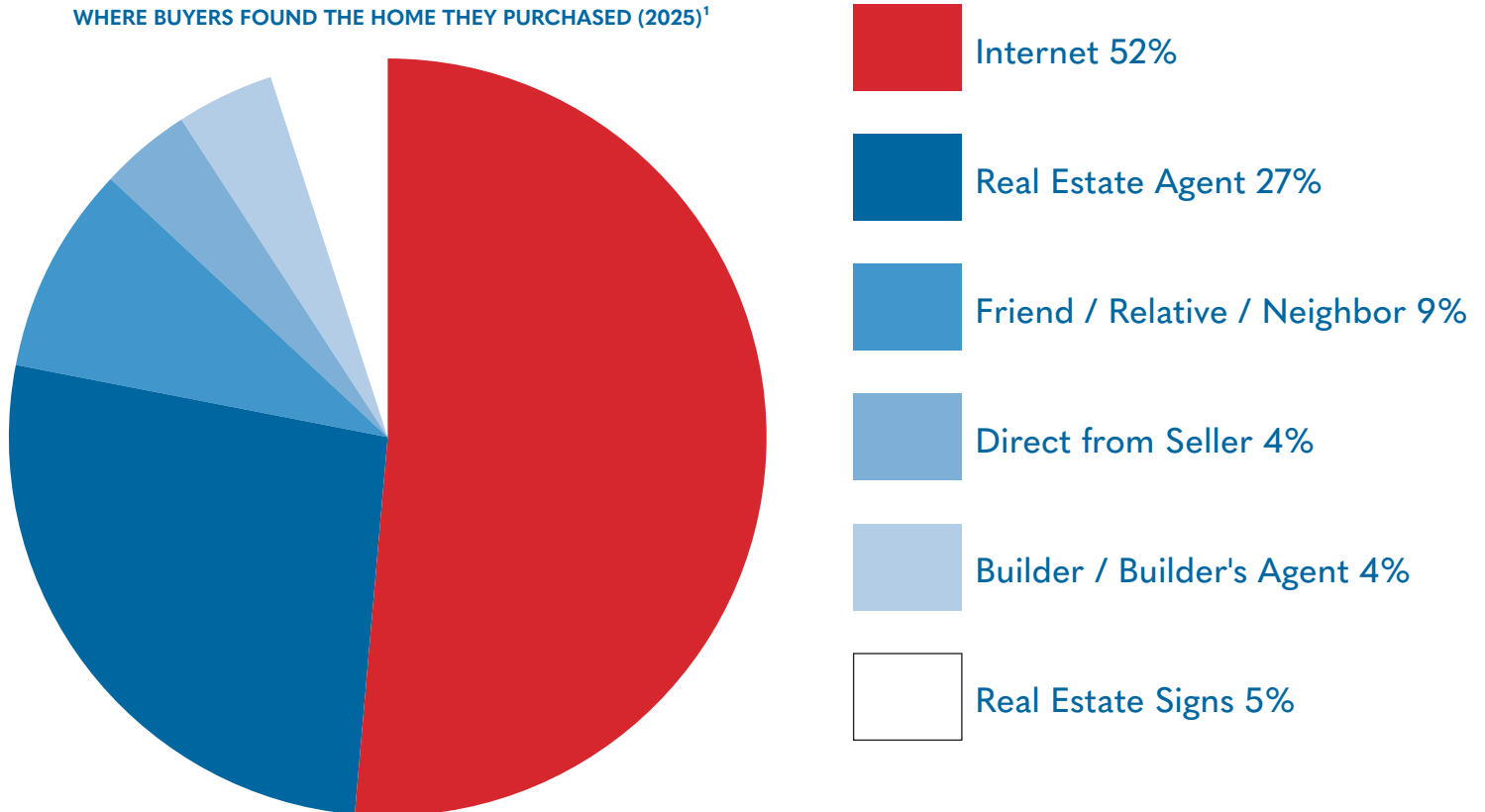
When the market favors sellers - why give away more equity?



HOW BUYERS **ACTUALLY** FIND A HOME.

To understand why our model works, it's important to understand the *real* data on how modern buyers shop.

WHERE BUYERS FOUND THE HOME THEY PURCHASED (2025)¹



95%

of buyers start their search online.¹

85%

of all buyers used a real estate agent to purchase property.¹

¹ NAR, 2025 Profile of Home Buyers and Sellers



REAL ESTATE IN THE DIGITAL AGE.

A group of five young adults (three men and two women) are smiling and looking towards the right, appearing to be in a social setting like a cafe or outdoor gathering.

99%

OF MILLENNIALS AND GENERATION X SHOP ONLINE FOR REAL ESTATE

Millennials use mobile devices nearly twice as often as some older generations, and younger Millennials conduct 65% of their searches on mobile devices. Gen. X is the largest share of Home Buyers, at 24%.¹

A group of four older adults (two men and two women) are smiling and looking towards the right, appearing to be in a social setting like a park or outdoor gathering.

97%

OF BABY BOOMERS SHOP ONLINE FOR REAL ESTATE

While the expertise of REALTORS® remains vital to the home buying and selling process, Baby Boomers and younger generations are most likely to first find the home they ultimately purchase online.¹

¹National Association of REALTORS®, *Real Estate in the Digital Age*

BOTTOM LINE

BUYERS START ONLINE. SO DO WE.



FULL SERVICE, NO CATCH.

At 1 Percent Lists, we provide complete, full-service brokerage representation from listing to closing.

Full-Service Representation

Comprehensive marketing and transaction management through closing.

MLS Exposure

Maximum visibility, broker cooperation, and advanced activity tracking.

IDX & National Syndication

Distribution across Zillow, Realtor.com, Redfin, Trulia, and thousands more.

Digital Transaction Mgmt.

Seamless communication via electronic documents and digital signatures.

Professional Photography

High quality images make your home stand out.

Social Media Marketing

Targeted exposure across today's most active platforms.

Advanced Tech & Systems

CRM tools, professional design support, and AI-assisted resources.

Professional Signage

Custom-designed, high-quality materials to present your home well.

Exceptional Client Service

Consistent communication and coordination throughout the transaction.

Expert Negotiation & Contract Mgmt.

Skilled negotiation and contract management to protect your interests and maximize your outcome.

**We don't cut services.
We cut unnecessary
marketing costs.**



LINE BY LINE, SERVICE BY SERVICE.

SERVICE / FEATURE	TRADITIONAL BROKERAGE	1 PERCENT LISTS
Full-Service Representation	✓	✓
Professional Pricing Strategy	✓	✓
MLS Listing Exposure	✓	✓
All Real Estate Websites Syndicated	✓	✓
Professional Photography	✓	✓
Social Media Marketing	✓	✓
Digital Contracts & E-Signatures	✓	✓
Showing Coordination	✓	✓
Negotiation Representation	✓	✓
Contract-to-Close Management	✓	✓
Professional Signage & Marketing	✓	✓
Agent Communication & Feedback	✓	✓
Local Market Expertise	✓	✓
CRM & Buyer Follow-Up Systems ¹	???	✓
Professional Graphic Design Services	???	✓
Open Houses ²	✓	optional
Broker Tours ²	✓	optional
Print Advertising ³	???	optional

¹National Association of REALTORS® 2025 Realtors Technology Survey Stated 38% of respondents agree that their Brokerage provides them with all the technology tools they need to be successful in their jobs.

²National Association of REALTORS®, 2024-2025 Home Buyers and Sellers Generational Trends & Profile of Home Buyers and Sellers, according to NAR Report, open houses contribute to a low single-digit percentage of home sales, with fewer than 5% of buyers finding their home through this method.

³National Association of REALTORS® data shows that print advertising plays a minimal role in today's market historically accounting for less than 1% of how buyers find their home and is no longer tracked as a primary source.