

Colby N. Sambrotto

President and CEO

USRealty.com

Colby Sambrotto is a serial entrepreneur, founding, growing, managing and/or selling several successful online businesses including USRealty.com, SharpHome.com, BizTrader.com and ForSaleByOwner.com, one of the internet's leading resources for buying and selling real estate without a commission.

Colby Sambrotto's most recent web company is USRealty.com, a new real estate site which enables buyers and sellers of real estate to meet and conduct business online with flexible commission structures.

From 2008 through 2010, Mr. Sambrotto was President and CEO of BizTrader.com, a privately-held company launched in April 2008 in ten countries and in three languages. BizTrader.com is a hub for small business on the Internet, which helps small business owners to value their businesses, find investors and lenders, and sell their businesses. The company offers a full spectrum of financial services, value added advice and a database of service providers to help owners complete the sales of their businesses efficiently.

Prior to this, Mr. Sambrotto served as Chief Operating Officer at ForSaleByOwner.com, from 1999-2007, where he was responsible for overseeing all aspects of the business including business development, web development, strategic planning and human resources. ForSaleByOwner.com has saved home sellers more than \$1 billion dollars by providing them with the tools and support they need to successfully sell their own homes. Mr. Sambrotto's strategic leadership led to ForSaleByOwner.com being acquired by the Tribune Company in 2006.

Before setting out on his own, Mr. Sambrotto developed online and offline content for the financial services industry at Donaldson, Lufkin & Jenrette and Dean Witter from 1994-1999. He attended Ithaca College from 1989-1993.

Colby Sambrotto was ranked #13 in Inman News' *100 Most Influential Real Estate People* in 2005. He lives in New York City with his wife and their two daughters.