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For Struggling Home Sellers...Help Is On the Way

USRealty.com Launches New Hybrid Real Estate Company as a Smarter Way to Sell Homes

New York, NY (Oct. 25, 2011)--USRealty.com officially launched its website and proven *hybrid* real estate service today, offering home sellers a revolutionary new way to successfully sell their homes and save money. Sellers finally have a choice on how much commission they pay – from 0% commission to *no more* than 3% commission. The new full service, no commission real estate service was created to provide a smarter way to bring home sellers and buyers together in today's distressed residential real estate market nationwide.

"The old way of selling a home and paying 6 percent commission is no longer possible or relevant for many homeowners. The market is distressed and many homeowners are under water," said Colby Sambrotto, President and CEO, USRealty.com. "Sellers can't afford to lose an additional 6% in commissions when they sell their homes. At USRealty.com, we've created a menu of selling options, as part of an engaging and comprehensive website that allows sellers to choose a plan that works best for them and saves them thousands of dollars. The new hybrid real estate service combines the significant cost savings of a 'by owner' sale with the services of a traditional broker model," added Mr. Sambrotto.

Sellers can choose from an array of selling solutions for their property based on the amount of commission they're willing to pay, from zero commission to no more than 3%. Sellers using USRealty.com can purchase a six-month package ranging from a zero commission \$99 home selling plan to a \$399 plan that includes a listing on the local MLS (Multiple Listing Service) and Realtor.com®. There's even a Free 30-day trial plan. USRealty.com homes will also be listed on many other top real estate websites, including Zillow®, Oodle®, Vast, Facebook Marketplace, and many others. Every USRealty.com home selling plan offers a money back guarantee, if the property does not sell.

Buyers looking for homes on the site can take advantage of a new, proprietary search technology called PropertyScore™. Buyers can find and rank properties for sale based on their most important criteria including financial data, schools and neighborhood qualities, which are combined to create a 'PropertyScore' for each listing. "This totally new search tool goes way beyond the traditional search factors of price and number of bedrooms and baths so buyers can find the perfect home that fits their individual lifestyles. We've created a new model for a new market," added Mr. Sambrotto.

USRealty.com also allows builders, real estate brokers and banks to list properties on the site for free.

"For years, sellers have been paying 6% commissions on the total sale price of their homes," Sambrotto said. "At a time when many homes are worth less than their original purchase price, tacking on a full 6% commission can further erode a seller's profit, or worse, compound losses. We've created an option that lets the seller decide how much he or she will pay in commissions."

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About USRealty.com

USRealty.com is a new hybrid real estate model that enables sellers to have a choice about how to sell their home – selling the home as a 'for sale by owner' and paying no commission, or including and attracting a buyer's agent and paying no more than 3% commission. For buyers, USRealty.com offers a proprietary new search technology called PropertyScore™, so they can quickly find the perfect home that best fits their lifestyle as well as their wallet.

www.USRealty.com