

USRealty.com Launches New Online Service Revolutionizing The Home-Selling Process

■ Home-sellers significantly reduce commissions while ensuring high success rates

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NEW YORK, April 20, 2016 /PRNewswire/ -- **USRealty.com**, the online service that is changing the way home owners sell their homes, today launched free access to the Multiple Listing Service (MLS) nationwide. Through a simple three-step process, home-sellers can create a customized listing for their home with photos, and even dictate the amount of commission they are willing to pay. Listings appear on USRealty.com immediately, in one day on the MLS, a private database that real estate agents use to market their clients' homes to other agents, and on popular sites like Realtor.com, Trulia and Zillow within a few days of posting. These sites are where house-hunters look first and continuously for the latest listings on houses for sale.

he popularity of the Do it Yourself (DIY) industry has been a driving force behind SRealty.com's success as people increasingly take a more hands-on approach to everything from their finances to selling their homes," said Colby Sambrotto, CEO and founder of USRealty.com. "Home-sellers are getting professional level marketing and guidance, and can reduce commissions paid out by at least 50 percent. On average, our sellers can save in excess of \$5,000."

Since its inception in 2013 USRealty.com has operated almost exclusively as a business-to-business model. This new service marks the company's shift toward providing individual home-sellers with the tools historically only available to institutions. Managers of real estate investments, lenders, and others who oversee portfolios of single-family homes use the site to list homes in local MLS systems, helping to fuel the success of local agents by ensuring a steady flow of homes into the market.

USRealty.com differs from traditional for sale by owner sites because it is the first to provide free access to the MLS, which is a paid service on other sites," added Sambrotto. "By combining the savings of a DIY process with the success rates of a more traditional real estate approach, we have truly carved out a new space - aligning the interests of home-sellers while leveraging the strength of buy-side residential agents."