



OVERVIEW:

- Brokerage in California and most other states.
- Internet based buy/sell Realtor services.
- No in-person service.
- Offers buy-side rebates to buyers after close.
- Acts as an iBuyer with the “cash offer” option.

REALI / REALI.COM / REALI INC.

- Reali is an all-internet, app-based real estate service in lieu of face-to-face, in-person Realtors.
- Offers three (3) different options to buy and sell, respectively.
 - Buy With Reali, Three Option: Essential, Cash Offer & Trade In
 - Essential: Use Reali as the buyer’s agent. However, there is no in-person Realtor helping you. Reali simply writes the offer after YOU do the home search, decide on which house & decide on offer price. This option offers UP TO a 1% rebate to the buyer after close. This means Reali is simply giving the buyer a 1% of purchase price check from the buy-side commission, they collect first.
 - Cash Offer: Reali will make you a cash offer on your house. However, this cash offer is always going to be subject to lower offers because they are taking possession of the house and have to cover holding costs, interest and other expenses. So even though this may sound convenient, the seller will pay for this convenience, sometimes to the tune of 2% all the way to 22% below market comparable’s.
 - Trade In: This is a process where Reali will make you a “cash offer” on your home (much like the Cash Offer option above but the seller can go and make cash offers on new homes PENDING the sale to Reali of their home. This again is going to be subject to a much lower offer price than what the seller can get putting the house on the market with a Realtor. Reali in essence “Loans” you the money on your existing homes to position yourself to buy using cash. Then Reali markets your existing house. NOTE: YOU ARE RESPONSIBLE FOR ANY DIFFERENCE BETWEEN YOUR EXISTING HOUSE SALE PRICE AND THE NEW HOUSE YOU PURCHASED!
- Also offers solutions for mortgage. However, typical rates are higher than independent mortgage brokers, banks and other lenders.

Reali compared to selling traditionally with disclaimers.

How does selling a house to Zillow compare?

	Selling to Zillow	Traditional Sale
Selling fees ⓘ	5% on average This is a Zillow-Only fee. Does NOT cover both sides of a transaction if applicable.	4-6% This fee covers BOTH the listing and buying side commissions as opposed to Zillow's fee only covering one side.
Closing costs ⓘ	1-2%	1-2%
Est. time on market ⓘ	0 days	25 days Heavily dependent on the market. The average in 2020 -2021 was less than 12 days.
Repairs ⓘ	Managed by Zillow Managed by Zillow but the Zillow offer is REDUCED by this amount!	Manage on your own
Mortgage payments	Your payments end on the closing date you choose This is false equivalency. Your payments stop in a traditional sale upon closing as well.	You continue to pay while you wait to sell
Buyer financing	Pre-approved Pre-Approved does NOT mean approved. Zillow can retract at any time.	Risk of falling through