



SUNDAE / SUNDAE.COM / SUNDAE INC.

OVERVIEW:

- Basically a glorified distressed home broker.
- Matches home owners with “local vetted investors”
- Sundae’s advertising is massively misleading and

- SUNDAE.com is A LICENSED REAL ESTATE BROKERAGE in California, Washington, Nevada, Colorado, Georgia, Nevada, Florida, Tennessee & Utah.
- They specialize and focus almost primarily on transacting homes (with the use of investors) that "NEED A LITTLE LOVE" or in other words homes that they can buy at wholesale to fix up and re-sale.
- IMPORTANT: Sundae doesn't actually buy the home. They use a “network of local investors” to make bids on the home in the pre-fix up state.
- The website claims that there are “no fees” to the seller. However, in reality, even though there are no fees in the form of commission, the offer price is going to reflect the profit that Sundae makes.
- A “local market expert” comes to see the house in person. This is identical to calling a Realtor to come see your house and do a CMA in hopes of getting the listing and being the listing agent on that side of the transaction.
- This “local market expert” during the home visit gives you an “Offer Range” of what the seller can expect in terms of offers from their list of “vetted” local investors.
- Sundae claims to close as fast as 10 days up to 60 days. However, in reality this rarely happens.
- Sundae offers a \$10,000 cash advance on your home to help you “relieve whatever life circumstance" you are dealing with while the house is garnering its offers from these investors.
 - This is nothing more than PART OF the cash you will receive from the sale of your home to an investor.
 - This is NOT eligible on non-owner occupied homes.
- Their tagline is, “WHEN INVESTORS COMPETE, SELLERS WIN.” Which is almost identical to Rocket Mortgage, which has the highest customer frustration rates of any mortgage broker in the industry.
- Their videos are MASSIVELY MISLEADING when they refer to realtors. “I could not afford to sell with a realtor because I was in a financial situation where I couldn't leave a single dollar on the table.”
 - This is amazingly misleading because it ASSUMES that Sundae is going to get you the SAME amount of money a Realtor would get the seller just without the fees of a Realtor. This is totally not true.
 - Their video advertising also insinuates that Realtors will require expensive repairs before even listing: UNTRUE
 - Their video advertising insinuates that the offer you get from Sundae investors will be equal or greater to offers via the MLS and Realtors. This is almost always untrue again.

TRADITIONAL SALES PROCESS	Sundae	PROPERTY INVESTOR
<ul style="list-style-type: none"> — Offers from Multiple Buyers 	<ul style="list-style-type: none"> ✓ Compare Cash Offers from Multiple Investors 	<ul style="list-style-type: none"> — One Opinion, One Cash Offer
<ul style="list-style-type: none"> — 6% of purchase price plus other fees 	<ul style="list-style-type: none"> ✓ ZERO FEES to sell your home 	<ul style="list-style-type: none"> — Hidden fees at close
<ul style="list-style-type: none"> — Price haggling and unpredictable offer 	<ul style="list-style-type: none"> ✓ Highest off-market price 	<ul style="list-style-type: none"> — Lower prices, zero transparency
<ul style="list-style-type: none"> — Clean up and repair hassle 	<ul style="list-style-type: none"> ✓ Sell AS-IS. No cleanup or repairs, or showings 	<ul style="list-style-type: none"> — High-pressure sales tactics, often not trustworthy
<ul style="list-style-type: none"> — Showings and open houses 	<ul style="list-style-type: none"> ✓ \$10,000 cash advance before closing 	<ul style="list-style-type: none"> — Small-scale local operators not a trusted brand
<ul style="list-style-type: none"> — Long sales timeline, often 2-3+ months 	<ul style="list-style-type: none"> ✓ Close in just 10 days, or move at your pace, up to 60 days 	<ul style="list-style-type: none"> — High-risk they'll back out, costing you time and money

This comparison worksheet makes Sundae seem like the better choice. However, the only way to compare is to actually get an offer from Sundae. None of the offers they bring will be even close to the offers you get from a Realtor, if after that process includes the initial fix up of what needs to be repaired on the house. They are buying (with or without investors) **AT WHOLESALE**. This leaves room for their fix up and repair process. No company buys homes at fixed-up prices, when the home has not had those repairs. Remember, **ALL Sundae offers are going to reflect THE CONDITION OF THE HOME**. This is very little different than a VSBO here some random buyer or investor purchases your house using cash and an Escrow & Title company. All cash offers via FSBO are going to generally be lower and **ALWAYS** reflect estimated fix up costs and market conditions.