



A California PropTech Real Estate Company

Hello,

My name is Guy Arnone, and I am the Santa Clarita Area Real Estate Advisor, licensed by the California Department of Real Estate, #00994214, and the Southern California Regional Developer of a new, low-cost home selling commission and reduced closing cost program. This Program is appropriately named **"Only" 1%**!

Cost Savings Example: At an \$850k sales price @ 6% Standard Commission Rate = \$51K. Only 1% Program = \$8500 is a SAVINGS of **\$42,500!**

Radius Agent *powers* the "Only 1%" Program. Radius Agent Realty is a California PropTech Real Estate Company. They are licensed by the California Department of Real Estate, #02051216, and one of our founding investors, Spencer Rascoff, started Zillow and ran it for a decade, Hotwire (sold to Expedia) and Picasso, a real estate luxury vacation ownership platform. Radius Agent is "REdefining Real Estate"

"Only 1%" is only being offered to selected homeowners located in Los Angeles County (additional Counties planned in Q4), whose homes have a value range of \$799K-\$1.9M, have a "good - great" condition status, the age of the house is not older than 35 years (exceptions may apply), and initially, to homeowners who recently attempted to sell their home through the current Realtor / Brokerage system but were not successful.

This Program aims to save sellers and buyers thousands of dollars on the standard high cost of the Realtor's commission rates and various other closing costs while allowing Sellers to get their highest price possible in the shortest amount of time and the most efficient closing process!

Radius Agent's technologies and systems provide a less cumbersome and more efficient marketing, transactional, and simple closing process experience that substantially reduces the real estate industry's required high standard expenses, and that savings are passed on to our customers, all while utilizing a "real person" that is a qualified real estate professional in your marketplace to be your single point of contact that will manage the entire process!

The "Only 1%" Program is launched in Summer - Fall 2023!

For more information, visit ["Only" 1%](#) or contact me directly.

GUY A. ARNONE

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providing real estate services to the communities in the los angeles, orange, ventura & santa barbara counties

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Frequently Asked Questions (FAQ)

Q. How do you only charge 1% when the standard commission rate is 6%?

A. As we all are experiencing, Technology is changing almost every aspect of our lives! Just as Amazon has changed the way we shop, Netflix the way we watch entertainment, and Uber has done to the taxi industry, Radius Agent is doing the same in the real estate sector. Our Technology is efficiently applied to the marketing, selling, transaction processing, compliance, and final closing of a property. In the past, there was a high cost for your local Realtor and Brokerage on print marketing, layers and layers of the office staff of high-paid CEOs, VPs, managers, etc., the high rents of glitzy office space as well as the enormous amount of labor of time to plan, coordinate, and have things such as public open houses, broker caravans, door, knocking, and other marketing costs. All these costs are passed on to the sellers and buyers!

Q. Why doesn't Radius Agent require Sellers to pay the Buyer's Agent/Company Fee, as did our last real estate Agent and Company?

A. Because the United States Department of Justice (DOJ) is suing some of the biggest real estate companies and the National Association of Realtors for forcing this cost on sellers.

Also, a recent [Class Action Lawsuit of \\$13 Billion](#) has just been allowed. Here is a summary of the lawsuit!

The U.S. District Court for Northern Illinois has granted plaintiffs class certification in their antitrust lawsuit against the National Association of Realtors (NAR) and major companies in the residential real estate industry for anti-competitive practices. The case of Moehrl v. NAR et al., challenges the industry practice of requiring home sellers to pay the commissions of real estate agents representing homebuyers. In her decision, Judge Andrea Wood recognized that more than \$10 billion in actual damages related to home sales between 2015 and 2020 is at stake. For background, back on March 6, 2019, Cohen Milstein and co-counsel filed a putative antitrust class action in the U.S. District Court, Northern District of Illinois on behalf of home sellers who paid a broker commission in the last four years in connection with the sale of residential real estate listed on one of 20 Multiple Listing Services (MLSs), covering several major metropolitan areas in the Mid-Atlantic, Mid-West, South-West, Mountain-West, and Southeast regions. Plaintiffs, including home sellers who listed their homes on one of 20 MLSs bring this action against the National Association of Realtors (NAR) and the four largest national real estate broker franchisors, Realogy Holdings Corp/Anywhere brands, Century 21, Coldwell Banker, Sotheby's, The Corcoran Group, ERA & Better Homes & Garden, HomeServices of America, Inc., RE/MAX Holdings, Inc., and Keller Williams Realty, Inc., for conspiring to require home sellers to pay the broker representing the buyer of their homes, and to pay at an inflated amount, in violation of federal antitrust law. The plaintiffs allege that defendants' conspiracy has centered around NAR's adoption and implementation of a mandatory rule that requires all brokers to make a blanket, non-negotiable offer of buyer broker compensation—the Buyer Broker Commission Rule—when listing a property on an MLS. The plaintiffs allege that home sellers have been burdened with a cost that would be borne by the buyer in a competitive market. Moreover, because most buyer brokers will not show homes to their clients where the Seller is offering a lower buyer broker commission, or will show homes with higher commission offers first, sellers are incentivized when making the required blanket, non-negotiable offer to lock in the buyer brokers' cooperation by offering a high commission. Currently, total broker compensation in the United States is typically 5% to 6% of the home sales price, with approximately half of that amount—and increasingly more than half—paid to the buyer broker. Defendants' conspiracy has kept buyer broker commissions in the 2.5% to 3% range for many years despite the diminishing role of buyer brokers due to buyers independently identifying homes through online services and retaining buyer brokers only after they have found the home they wish to buy. "This case, which involves widespread industry collusion to set broker commissions, does not pit liberals against conservatives," said Stephen Brobeck, a Senior Fellow and real estate expert for the Consumer Federation of America. "Both have criticized the industry practice. If the court grants plaintiffs injunctive relief, we estimate that consumers should save \$20-\$30 billion annually in lower commissions, which are likely to decline from the current 5%-6% level to 3%-4%. This prediction is based on commission levels in countries used by plaintiffs as yardsticks—United Kingdom, Australia, and the Netherlands—and, as our research as shown, in the New York City area outside of Manhattan." Plaintiffs are asking not only for class damages, but also for injunctive relief from the "blanket unilateral offer of compensation" from home sellers and their listing agents to buyer agents that is required by MLSs.

Furthermore, additional similar lawsuits are making their way through the judicial system.

Thus, in our "Only 1%" Program, our sellers are **NOT required or obligated to pay the buyers' agents' realtor/broker's commission/fees!**





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Q. Is the "Only 1%" a Full-Service Real Estate Program?

A. Yes! The "Only 1%" Program provides HD Digital Photography , Videography & Social Media Marketing. We combined our proprietary and comprehensive Digital Marketing Strategy (DMS) utilizing AI & ChatGPT for Real Estate. Our partners are some of the best in the real estate space, and our secret is boosting "Marketing Efficiency" for faster, more beautiful, and farther reach of views of your property!

Statistics from real estate websites show that listings with virtual tours get clicked on 40% more than listings without virtual tours, and 49% More qualified leads come from 3D virtual tours. - *RISMedia*

(Click on the underlined- links below to view samples)

Back At You Media - Social Media Marketing

Stay a step ahead of your competition by canvassing your market with automation of your properties with expertly-crafted content utilizing the latest marketing strategies of Digital Advertising on Instagram, Facebook, YouTube, LinkedIn, and Twitter! Wherever your audience spends their time, they'll see you!

[Property Websites](#)

[Social Media Post](#)

Hommati - Photography & Videography

Utilizing this technology means that potential buyers can tour a home from anywhere, at their own pace, 24 hours a day, seven days a week. Technology has completely transformed the online home shopping experience by introducing 3D virtual tours, Aerial footage, professional photography, and videography. Buyers can now tour a home from anywhere at any time before they ever step inside. They can move throughout the space as they wish and turn to look in any direction.

This includes looking up to see light fixtures on the ceiling and looking down to see flooring. They can even walk up to the home's windows to see the view outside. These immersive tours can be taken on a computer, iPad, tablet, or smartphone with access to the internet. This experience is far beyond simply looking at photos.

[Aerial Property Tour](#)

[Property Video](#)

[3D Home Tour](#)

[Virtual Picture Tour](#)

[YouTube Signature Listing](#)

[Property HD Photos](#)

[Floor Plan with Measurements](#)

[Syndicated to Real Estate Portals](#)



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RoomVu - Real Estate Content Creation & Publication

Roomvu is the pioneer in Video Marketing for Agents, Backed by the National Association of Realtors. It generates HYPER LOCAL & Relevant Videos for your Social Media, Ads, and Email Campaigns. They post 5x / WK on all your socials, giving you visibility and positioning you as a market leader. We use content to funnel every aspect of Digital Marketing. From Social Media to Digital Ads and Email Marketing.

[Real Estate Stats](#)

[Home Buyers Tips](#)

[Strategies For Pricing Your Home](#)

Our legal department only uses the most updated contracts, forms, and disclosures and complies with all State of California, county, and local municipality point of sale requirements.

Q. Does Radius Agent market my home on real estate portals such as Zillow, Redfin, and Realtor.com?

A. Yes, and over 125 other real estate portals! Research shows 9.5 out of 10 buyers or sellers (92%) start on the Internet in their real estate information gathering.

They view properties and check crime rates and school rankings. They assess walking scores and the proximity to recreation, shopping, and transit!

They can see future developments impacting the home, neighborhood, or community! They can see the streets, the satellite overhead photos, and access the house, all without ever setting foot in a home! Here's how Technology is applied in every aspect above.

If you're considering one of those more expensive, #1 ranking, giant brick-and-mortar, and heavy-staff-laden real estate companies to sell your home, look at where their company website ranks in "Where Buyers search for homes"!

Are they even in the top 50 website rankings? NOTE: Most consumers don't look past the first/top 3-5 search options!

Rank	Real Estate Home Search Website
1	zillow.com
2	realtor.com
3	redfin.com
4	rightmove.co.uk
5	realestate.com.au
6	trulia.com
7	idealista.com
8	apartments.com
9	suumo.jp
10	immobilenscout24.
11	cian.ru
12	funda.nl
13	homes.co.jp
14	moonovernegril.com
15	zoopla.co.uk
16	immobiliare.it
17	idealista.it
18	realtor.ca
19	movoto.com
20	homes.com
	See List 21 - 100



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Q. At Radius Agent, do I have to pay Capital Gain Taxes on the sale of my home?

A. No! As long you meet the IRS - 26 U.S. Code § 121 - Exclusion of gain from the sale of principal residence and 2018 Tax Reform Act, current tax laws allow you to keep \$500,000.00 of Tax-Free equity from the sale of your home

Q. Can Radius Agent help me transfer my current low property taxes if I buy another home?

A. Yes, we are qualified and experienced in California's Proposition 19 State Property Tax Transfer Guidelines

Q. If we need to relocate to another State or City, can Radius Agent also assist us in buying or renting?

A. Yes, we have a Nationwide Relocation Program and Network whereby we manage selling, moving, and relocating to your desired location.

Q. Does Radius Agent demand we have our home available to show 24 hours a day, like other agents and companies?

A. No, as our tagline says, we are REdefining Real Estate, thus creating an organized, controlled, and qualified showing process. Showing requirements are by appointment only, by qualified buyers, licensed and registered agents, and brokers, and we like to do all showings at a convenient and planned time2!

Q. Does Radius Agent have vendors and referral sources such as preferred escrow, title, lending companies, repair persons, staging, and Advanced monies for upgrading and repairs to get the highest value and programs that allow us to buy our next home and sell later?

A. Yes, As mentioned before, we're a full-service real estate company. We have all of the above, plus other programs and services as needed.

For more information or questions, please do not hesitate to contact me, my staff, or a team member or visit the **"Only" 1%** website.

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