Instant Offer vs Listing Value Comparison



This report is specifically prepared for the property owner of:

Based on the estimated Home value of \$

ATLANTA COMMUNITIES BEAL ESTATE BROKERAGE		Zillow — Zillow Offers	— Opendoor —	Offerpad -
	List vs. Instant Offer			
	Service Fee			
	Commissions Seller Agent Buyer Agent			
	Prep and Repairs			
	Closing Costs			
	Costs of Selling			
	Estimated Net			
\$0	Money Left on the Table			
60	Days to Close	7-90	10-60	8-90
1	Total Inspections	1	1	1
1-30	Total Showings	0	0	0
Yes	Price Negotiable	No	No	No
90%	Home is Eligible and Receives Offer	19%	18%	20%
92%	Homeowner Accepts Initial Offer	16%	50%	52%
95%	Homeowner Agrees to Prep and Repairs Cost	82%	82%	82%
89%	Overall Likely of Sale	3%	8%	8%

^{*}These offers, selling processes, and cost estimates are representative of market specific internal and publicly available industry data. This report is designed for offer comparison purposes only. THIS REPORT IS NOT AFFILIATED WITH, SPONSORED BY, OR ENDORSED BY ANY OF THE NATIONAL IBUYERS WHOSE OFFERS ARE REFERENCED IN THE REPORT. THE REPORT IS BASED ON PUBLICLY AVAILABLE DATA ON ZAVVIE, WHICH GATHERS AND COMPILES PUBLICLY AVAILABLE INFORMATION ABOUT OFFERS AND SALES FROM DIFFERENT, UNAFFILIATED COMPETITORS FOR COMPARISON PURPOSES ONLY, AND CONSUMERS MAY INDEPENDENTLY EVALUATE AND VERIFY DIFFERENT OFFERS FROM DIFFERENT NATIONAL IBUYERS BEFORE MAKING A DECISION.

What's it all mean?

iBuyers, a new breed of company that makes instant cash offers for homes.

Instant Offer companies charge a service fee rather than a commission. This fee covers cost of holding and reselling the home, including a convenience fee.

During Instant Offer sales, home sellers have the option to hire a real estate agent to help simplify the process and maximize the final net proceeds. During agent-assisted sales, the commission is split between the buyer's agent and the seller's agent and paid by the seller.

The range that's possible from the date an instant offer is first requested or the home is listed on the open market to the day of closing.

Instant Offers eliminate showings.
The showings in an agent-assisted sale vary widely.

Not all homes are eligible for Instant
Offers. Criteria that potentially
eliminate a home include its price,
age of home, structural issues,
location in a flood plain, well/septic,
restricted communities, etc. And not
all homes that meet iBuyer criteria
will receive an offer due to unspecified criteria and each iBuyer's
demand for homes at a given time.

The total of costs related to preparing your house for sale, plus any agent commissions, service fees, and closing costs. These individual costs can vary significantly depending on whether you sell on the open market or through an iBuyer.

The combined total probability for a given house to potentially complete a transaction with a specific buyer.

Instant Offer
Service Fee

Commissions
Seller Agent
Buyer Agent

Prep and Repairs

Closing Costs

Costs of Selling

Estimated Net

Money Left on the Table

Days to Close

Total Inspections

Total Showings

Price Negotiable

Home is Eligible and Receives Offer

Homeowner Accepts Initial Offer

Homeowner Agrees to Prep and Repairs Cost

Overall Likely of Sale

The instant offer vs. listing comparison report provides a detailed breakdown of the various costs and fees — which vary among iBuyers — as well as the typical time frame for a sale to be completed.

iBuyer companies do not pay full "retail" prices in order to turn around and sell the home on the open market for a for a profit. The difference between "wholesale" and "retail" is typically 3-20%. This varies widely by market and by property. "Retail" is the price when the home is exposed to all buyers in the open market.

Initial Instant Offers are frequently reduced after inspection to a lower final contract price. For an agent-assisted sale, this is the amount needed to prep a home for the open market and common repairs that are often required during the inspection process.

A variety of expenses paid on day of closing, including but not limited to: title fees, lender costs, and upfront housing expenses.

Sum of all closing costs.

The actual amount in cash the home seller receives at closing.

The general home inspection covers heating, plumping, electrical, floors, windows and doors. Specialized inspectors are used for foundation/structural, sewer, and roof. Most Instant Offer companies send multiple inspectors including specialized inspectors as a standard practice. Agent-assisted sales usually only involve a general inspection; specialists are used only if needed.

An Instant Offer price is non-negotiable.

Most homeowners don't accept the Instant Offers they receive, usually because they prefer to try to get a higher price by selling on the open market.

