

Why flat fee makes sense

Full-service real estate for one flat fee. How it works, what's included, and the sellers who've already made the switch.

CA FLAT FEE
• FLAT FEE, FULL SERVICE, REAL ESTATE •

WHY FLAT FEE GUIDE

Orange County 760-388-9118
Los Angeles 626-790-2250
Inland Empire 909-581-8364
caflatfee.com

START HERE

What's the catch?

There isn't one. You get a full-time agent and a team that handles everything from pricing to closing, for one flat fee instead of a percentage of your entire sale price.



Our founders gave investor friends and family a low flat fee for years. We're experienced and efficient, and we don't need a large profit on every listing, so we offered the same rate to everyone.

CA Flat Fee grows through reviews and referrals from past clients, and we consistently rank among the top agents in our area.

500+
homes sold

4.9
Google rating

**Pricing and compensation may vary.*

How listing fees work.

Your listing agent's fee is one of the largest costs of selling, and one of the few you choose. There are two ways it's usually set.

TRADITIONAL

A percentage fee

A percentage of your entire sale price, set in the listing agreement.

CA FLAT FEE

A flat fee

One set amount for the work, known before you list. On sales over $1.5M, add 1% of the amount above $1.5M.



How agent pay works now

Your listing fee is negotiable. It's set in your listing agreement before you list.

Buyer-agent pay is separate. Buyers now sign a written agreement with their own agent that sets that agent's pay.

You choose whether to contribute. A seller can offer to cover some or all of it, usually negotiated in the offer. It's no longer posted on the MLS.

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SIDE BY SIDE

Same service. A different way to pay for it.

A full-service flat fee agent does the same work as a traditional agent. The difference is in the last row.

WHAT'S INCLUDED	CA FLAT FEE	TRADITIONAL AGENT
Pricing from recent sales and competition	Included	Included
Professional photography	Included	Included
MLS listing, syndicated to major home sites	Included	Included
Sign and lockbox	Included	Included
Showings scheduled and followed up	Included	Included
Offer review and negotiation	Included	Included
Request for Repair negotiation	Included	Included
Disclosures and contingency deadlines through closing	Included	Included
How the fee is set	**One flat amount**	A percentage of the entire price

YOUR BOTTOM LINE

Keep more of what your home sells for.

Ask any agent you're considering for an estimated net sheet with their fee included, and compare what you'd take home.

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KNOW WHAT YOU'RE GETTING

Not every flat fee is full service.

Some flat fee services only enter your home on the MLS. After that, the work is yours. Before you sign with anyone, ask who does each of these.

WHO DOES IT	MLS-ONLY LISTING	CA FLAT FEE
MLS entry	Included	**Your agent**
Pricing advice	You	**Your agent**
Professional photos and video	Often you	**Your agent**
Showings and follow-up	You	**Your agent**
Negotiating offers	You	**Your agent**
Request for Repair	You	**Your agent**
Contingency removal to closing	You	**Your team**

97% of home buyers first find and view their home online (National Association of Realtors). Photos, video and online marketing are where your sale starts.

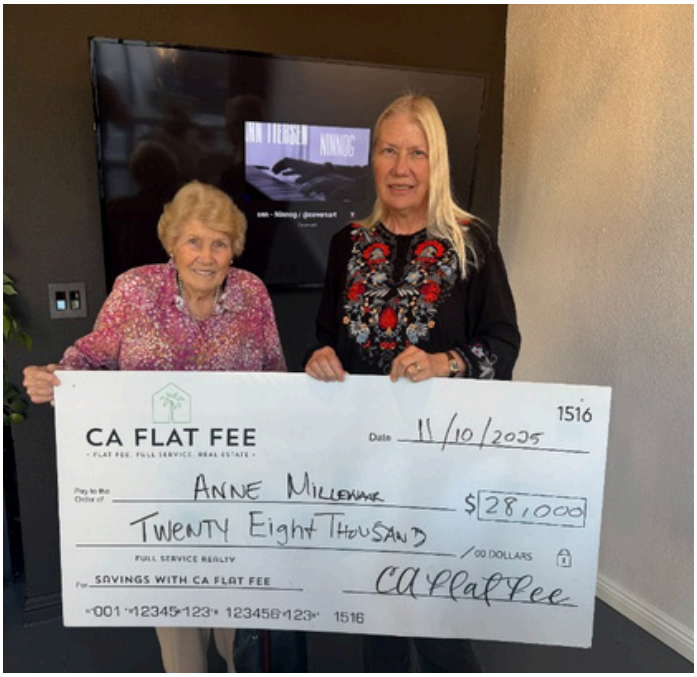
**Pricing and compensation may vary.*

REAL SELLERS

What our sellers kept.

4.9
4.9 Google rating

CA Flat Fee sellers and what each one saved compared to a traditional commission.



Anne · saved $28,000



Laura & Leo · saved $21,460



Nguyen Family · saved $17,500



Lopez Family · saved $17,200



David & Kelley · saved $16,495

BY THE NUMBERS

More than 500 homes sold across Southern California. We sell more homes in a month than most agents sell in a year.

IN THEIR WORDS

“This was my 3rd sell of a house in my life, and was the

EASIEST.”

MAR A. · GOOGLE REVIEW



★★★★★

“Had a great experience working with CA Flat Fee to sell my property in Diamond Bar. The process was smooth, communication was great, and everything was handled professionally from start to finish.”

AJ P.

★★★★★

“Johnathan did a fantastic job with the sale process of my townhouse, always very responsive by text, email and phone.”

Stephen S.

★★★★★

“CA flat fee was a great way to sell our home. They were professional and helpful.”

Pam B.

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THE TEAM BEHIND YOUR LISTING

100+ years of combined experience, and thousands of transactions

We manage everything.

A flat fee works because a whole team supports your agent. Each part of the sale has someone whose job is to get it right.

Your agent

A full-time professional who prices your home, shows it, and negotiates every offer with you.

Transaction coordinators

Prepare and track the paperwork, disclosures and deadlines, and keep everyone on the same page from listing to closing.

Escrow and title partners

A neutral escrow and title company handles the funds, title and recording. We coordinate with them directly for an on-time close.

Broker and directors

Provide oversight and compliance, and keep the whole operation running smoothly.

**Pricing and compensation may vary.*

COMMON QUESTIONS

Still on the fence?

01 **How do you charge less and still offer full service?**
We're experienced and efficient, and a custom web portal keeps each sale on track, so we don't need a large profit on every listing. Happy clients send referrals, which keeps the business growing.

02 **Will buyer agents avoid my listing?**
Your home appears on the MLS like any other. A buyer's agent is paid under their agreement with the buyer, and any contribution from you is negotiated in the offer, whatever your listing agent charges.

03 **Other agents say they'll sell for more.**
Ask them to show you how. We put our own fee on the line and earn our reviews and referrals by outperforming on price, marketing and service.

04 **What if my home sells for more than $1.5M?**
The flat fee stays the same, plus 1% of the amount above $1.5M.

05 **I'm not ready to talk yet. What should I do?**
Talk with us anyway. There's no pressure, and if selling doesn't look like your best option right now, we'll tell you.

06 **Do you help buyers too?**
Yes. We help clients buy homes as well.

READY WHEN YOU ARE

Talk to us about your home.

A free market review and net sheet, with no pressure and no obligation.

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SAY YES TO

Saving thousands.

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FULL SERVICE REAL ESTATE

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