



THE AUCTION OPTION™:  
REVENUE SHARE OPPORTUNITY  
FOR BROKERS & AGENTS

Empowering Agents to  
Sell More, Sell Faster, and Earn More

## MISSION

Paramount's enterprise platform helps brokerage firms generate more revenue in two meaningful ways: (1) by increasing conversions (i.e., listings → closings) and (2) by providing revenue share on transactions in addition to regular commissions.

## ENTERPRISE PLATFORM

Paramount serves as your firm's preferred auction partner. Benefits:

- 1** Equip agents with an additional and powerful marketing tool
- 2** Enable agents to win and secure extensions on exclusives
- 3** Help agents align seller price expectations with the market
- 4** Agents retain control of seller relationship while Paramount does the heavy lifting
- 5** Create urgency to drive faster sales
- 6** Earn additional revenue from Paramount on top of regular commissions

## MECHANICS OF THE RELATIONSHIP

- 1** Brokerage firm and Paramount sign a simple, global referral agreement.
- 2** Implement Paramount's *Road Map* to raise awareness among your agents of the auction option.
- 3** When requested by listing agents or their sellers, Paramount presents. If agreeable to seller, Paramount implements auction with listing agent.
- 4** Sell more listings, faster, while earning revenue share from Paramount in addition to regular commissions.

We collaborate with agents across all firms—allowing them to leverage our auction strategies and retain their regular commission. However, with an enterprise relationship, agents gain access to our *Road Map* and, more importantly, listing brokers and agents benefit from meaningful revenue share in addition to regular commissions.

View agent testimonial videos [here](#).

To discuss an Enterprise Relationship for your firm, click [here](#). For more about our business, click [here](#).



## SELECT PARTNERS

Paramount has established relationships with top firms nationwide, providing agents and enterprise partners with a trusted auction platform.

### NATIONAL FIRMS SUCH AS

COMPASS

### REGIONAL FIRMS SUCH AS

**Brown Harris Stevens** **SERHANT.**

### LEADINGRE MEMBERS SUCH AS

**SEVEN  
GABLES**  
REAL ESTATE

**INTERO**

  
**LAFFEY**  
REAL ESTATE

## ABOUT PARAMOUNT REALTY USA

Paramount Realty USA is a prominent national real estate auction firm that collaborates with listing brokers and sellers to maximize value by auction. The team has marketed, sold or advised on over \$2 billion of real estate and mezzanine interests throughout North America by auction. The firm has auctioned luxury/residential and commercial property for high-net-worth individuals, private equity firms, developers, family offices, lenders, government agencies, and other owners. Visit [www.prusa.com](http://www.prusa.com) for more.

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# CASE STUDY

Listing Broker Compass

MALIBU ROCKY OAKS

MALIBU, CA

Sold (\$13M)

## Paramount Helped Secure the Listing for Compass

After a prior listing with a nationally recognized agent expired, the seller of this iconic Malibu property decided to pursue an auction strategy and began interviewing both auction firms and listing agents simultaneously. Following multiple presentations, the seller selected Paramount based on its superior auction execution strategy. For listing agent, the seller was choosing between Compass and another firm; Paramount strongly advocated for Compass—recognizing that Compass agents had originally introduced the opportunity—ultimately helping Compass secure the listing.

## Auction Process Accelerated Price Discovery

The auction process rapidly aligned a multi-member ownership group around true market value, resolving a multi-year pricing challenge for a highly unique asset with limited comparable sales. The process delivered clear price discovery and resulted in a successful market-driven sale.

## Economics: A True Alignment of Interests

Compass and Paramount collaborated seamlessly throughout the process. Compass earned its regular commissions, in addition to a meaningful revenue share from Paramount. The structure created a fully aligned, win-win outcome for the seller, the Compass listing agents, and Paramount.

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# CASE STUDY

Listing Broker Compass

40 EAST 61<sup>ST</sup> STREET  
NEW YORK, NY  
Sold (\$4.16M)

According to the listing agent, the seller wished to terminate the agent's exclusive agreement to hire a competitor that offered auction services. When the agent learned of our partnership with her firm, she immediately contacted us for assistance. In short, we were retained and, ultimately, leveraging the Enterprise Relationship with Paramount:

- ✔ Enabled the listing agent to keep the listing
- ✔ Earned the listing agent a 6-month extension on the term of her exclusive
- ✔ Facilitated a meaningful reduction in seller's price expectation
- ✔ Triggered a speedy sale: accepted offer within 2 days of launching and a signed contract within 29 days.
- ✔ Generated additional revenue to the listing broker from Paramount's fee!

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# CASE STUDY

Listing Broker Compass

**MID-CENTURY MODERN MANOR  
NEW HOPE, PA  
Sold (\$2.4M)**

The Compass listing agent approached Paramount after the property had been on the market for almost a year, expressing that the listing required a new strategy to generate buyer urgency and achieve a timely sale for the sellers.

The sellers sought a timely sale and so the auction format was well-suited to their needs, providing a structured, time-bound process designed to drive urgency on both sides of the transaction. Within days of launching the auction campaign, a satisfactory bid was generated. Paramount's auction strategy delivered the following outcomes for the listing agent and sellers:

- ✓ Reinvigorated market interest in a property that had been on the market for nearly one year
- ✓ Created a sense of urgency that produced an actionable bid well ahead of the bid deadline
- ✓ Provided the expedited timeline the sellers desired
- ✓ Delivered a sale at a price acceptable to ownership
- ✓ Earned the Compass listing agent a regular commission in addition to revenue-share from Paramount

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# CASE STUDY

Listing Broker Seven Gables

## SECLUDED 5 ACRE LUXURY COMPOUND ORANGE COUNTY, CA

Sold (\$7.8M)

According to the CEO of Seven Gables, within 30 minutes of engaging Paramount as Seven Gables' preferred auction partner, a top agent at the firm reached out to him to say he was working on listing a prominent property and that he thought it was a great auction candidate. The seller—a well-known billionaire who did not use the property—lived abroad and decided he wished to sell the property on a certain timeline.

The CEO connected the listing agent with Paramount, who then presented to the owner via translators, and won the assignment.

Paramount and the listing agent's team collaborated together to implement Paramount's auction-marketing and sale strategy, generating a speedy sale at market price, and on the seller's timeline—precisely what the seller sought, while Seven Gables earned its regular commission in addition to revenue-share from Paramount.

View agent testimonial videos [here](#).

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# CASE STUDY

Listing Broker Brown Harris Stevens

**MULTI-FAMILY**  
**BROOKLYN, NY**  
Sold (\$710K)

## Challenging Assignment

The listing agent was engaged on a highly unusual investment sale where the challenge was not the asset itself, but the circumstances surrounding it:

- No property access
- No interior photography
- No ability to tour prospective buyers

Recognizing the limitations of a traditional listing approach—and the seller’s desire for a timely sale—the agent proactively sought a more creative solution and recommended an auction strategy.



## Leveraging Partnership + Demand Creation

Through Brown Harris Stevens’ relationship with Paramount, introduced by brokerage leadership, the agent partnered with Paramount to:

- ✓ Extend reach through Paramount’s proprietary buyer database
- ✓ Implement a pricing strategy designed to drive immediate engagement
- ✓ Create urgency and momentum from day one
- ✓ Define a timeline to transact
- ✓ Streamline the process to contract

## Immediate Market Response

*“Literally, within hours of it going live, my phone was blowing up like it had never before... we couldn’t respond to inquiries fast enough—the response was overwhelming.”*

— Listing Agent

## Outcome: Rapid Sale + Strong Pricing

Faced with significant constraints, the listing agent leveraged an auction strategy to unlock value with Paramount’s platform, where a traditional approach was not the best fit.

**35** days after launch, the auction was completed

**~50%** above the starting bid was the final sales price achieved

View agent testimonial videos [here](#).

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## PRESS

THE WALL STREET JOURNAL  
**WSJ**

10/30/24

**“More closely associated with pricey art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020.** Amid a slowdown in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties to a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame...[CEO Misha] Haghani, who founded Paramount in 2009, said his company has seen a flood of interest from high-end sellers since the pandemic, 99% of it now inbound from homeowners approaching Paramount.”

**MANSION  
GLOBAL**

*“More Affluent Home Sellers  
Are Turning to Auctions”*  
10/30/24

“Buyers and sellers alike have grown more fascinated with and accustomed to the concept in order to acquire or sell properties quickly. Meanwhile, traditional real estate brokers over the past several years have become more open to luxury auctions, and, in some cases, have established concrete partnerships with niche auction houses, experts noted. **‘I don’t think that it’s the micro or the seasonality or the market conditions that is the primary driver behind this growth in momentum in this auction industry,’** said Misha Haghani, founder of New York-based luxury real estate auction house Paramount Realty USA. **‘It’s the macro—I think it’s the market acceptance of auctions as a more common method of selling assets.’”**

**CRAIN’S**  
NEW YORK BUSINESS

*“Sellers Consider Auctions a  
Winning Strategy”*  
1/4/24

“Industry players seem to be coming around to the idea. In the past couple of years, major brokerages have partnered with upstart auction houses, including Anywhere Real Estate (the former Realogy, which includes brands Corcoran Group and Coldwell Banker), which bought a controlling stake in home-selling service Concierge Auctions in fall 2021. Similarly, CoStar Group snapped up commercially-focused Ten-X in 2020 for \$190 million. **Last year, meanwhile, the brokerage Compass teamed up with 15-year-old Paramount Realty USA to ‘instill urgency into the sale process for certain properties,’** according to its press release.”

**THE REAL DEAL**  
REAL ESTATE NEWS

1/5/24

“Major brokerages have partnered with auction houses in recent years to facilitate the process for sellers. Anywhere Real Estate owns a controlling stake in Concierge Auctions, while **Compass has a partnership with Paramount Realty USA.**”

**To discuss an Enterprise Relationship for your firm, click [here](#).**

**To discuss an auction for your listing now, click [here](#).**



# LUXURY PROPERTY AUCTIONS

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