PARAMOUNT REALTY USA
AUCTIONS

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

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

prusa.com

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.

PARAMOUNT REALTY USA AUCTIONS

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 for more.

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PARAMOUNT REALTY USA AUCTIONS



CASE STUDY

MALIBU ROCKY OAKS
MALIBU, CA
Sold $13M

Paramount Helped Secure the Listing for the Listing Broker

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 two listing brokers; Paramount strongly advocated for the listing broker that originally introduced the opportunity to Paramount, and ultimately helping that listing broker 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

Listing broker and Paramount collaborated seamlessly throughout the process. The listing broker 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 listing agents, and Paramount.

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CASE STUDY

40 EAST 61ST 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

MID-CENTURY MODERN MANOR
NEW HOPE, PA
Sold $2.4M

The 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 listing agent a regular commission in addition to revenue-share from Paramount

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CASE STUDY

SECLUDED 5 ACRE LUXURY COMPOUND
ORANGE COUNTY, CA
Sold $7.8M

According to the CEO of the brokerage firm, within 30 minutes of engaging Paramount as a 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 the listing broker earned its regular commission in addition to revenue-share from Paramount.

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CASE STUDY

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 the 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 lisitng 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 priced achieved

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PARAMOUNT REALTY USA AUCTIONS

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.'"**

RECOGNIZED BY LEADING PUBLICATIONS

View additional press here.

The New York Times

"The Pope Grew Up in This House. Now, It Could Be Yours."

AD ARCHITECTURAL DIGEST

"Andy Warhol's Former New York City Building Is Going to Auction"

Bloomberg

"Land In Bel-Air Hits Auction Block At 70% Discount. Bids Start At $39 Million."

MarketWatch

"$10 Million In Penthouses Up For Auction In Miami-Dade & Los Angeles"

Robb Report

"Derek Jeter's Waterfront Castle In New York Spent Is Heading To Auction"

CNBC

"President Donald Trump's Childhood Home is Up For Auction (Again) — Take a Look Inside"

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LUXURY PROPERTY AUCTIONS

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