



920 REAL INC.

Elevating lives, communities, and the industry.
Protecting Dreams, Desires, Decisions, & Dollars
Real Estate Leadership • Truth • Transparency

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The Public Pricing™ Promise

A Buyer–Seller Collaboration System™ by 920Real Estate

At 920Real, we believe real estate should be built on **trust, not tactics**.
We've reimaged the way homes are priced, presented, and purchased —
introducing the **Public Pricing™ Model**,
the world's first *Buyer–Seller Collaboration System™*.

This is more than a method.

It's a movement — toward honesty, humanity, and harmony in real estate.

1. Collaboration, Not Competition

We don't believe in "us versus them."

We believe in *us* — *together*.

Public Pricing™ invites buyers and sellers to collaborate openly.

Each side brings their own truth: the seller's experience, the buyer's perception of value.

Through open communication and transparent data, we discover **the property's real market truth — the value the world agrees upon.**

When everyone sees the same information, trust replaces tension.

That's what happens when business starts with dignity.

2. The Public Starting Price

Every listing begins with a **Public Starting Price** — not a guess, not a gimmick, but a data-driven foundation built from real market intelligence.

From there, qualified buyers can submit offers transparently and in real time. No hidden negotiations. No secret deals. Just open collaboration where everyone sees the same truth.

The process doesn't manipulate demand — it *reveals it*.

3. Total Transparency — The World's Only Open-Book Auction

Public Pricing™ is the **only real estate system in the world** where the **final buyer** may, upon request, **review our complete property file** before signing a contract.

Every offer. Every communication. Every document. Because trust isn't a tagline — it's a right.

We don't give sales pitches. We give protection plans. We believe that integrity, not pressure, is the most powerful sales tool in the world.

4. The Promise in Writing

Every 920Real listing operating under Public Pricing™ includes this written promise: **Upon request, prior to contract execution: The highest bidder and final buyer shall be granted access to all property-related disclosures and bidding history maintained by our office. See Terms & Conditions of Sale.**

That's what transparency looks like when it's real — not just rhetoric.

5. The Outcome: Truth Wins

Public Pricing™ ensures that the property goes to the person who values it most. No games. No scripts.

Just authentic discovery of what something — and someone — is truly worth.

Because when truth leads the transaction, **everyone leaves the table with respect intact.**

Our Core Values

- **Transparency** — Everything visible. Nothing hidden.
- **Trust** — Earned through openness and accountability.
- **Collaboration** — Buyer and seller aligned, not opposed.
- **Protection** — Every party safeguarded through structure and clarity.
- **Humanity** — A system that honors people first, profits second.

Public Pricing™ — Where Truth Meets Value.

920Real Estate *Real estate, reimagined for humans.*

See AcceleratedSale.com & PublicPricing.com for more detailed information on the process.

The 920 Real Estate Spirit: [Understanding the Buyer's Premium](#)

In the Public Pricing model, transparency is everything. So here's the clearest way to understand the Buyer's Premium — what it is, why it exists, and why it creates a more honest and efficient real estate experience for everyone involved.

The Buyer's Premium: A Contribution to the Opportunity

In every real estate transaction — conventional or accelerated — someone carries the cost of bringing a property to market. The photography, videography, marketing, global reach, buyer engagement, technology, time, and professional orchestration are significant investments. Traditional real estate simply hides these costs inside the sales price and calls them “commissions.” Public Pricing brings them into the light.

The Buyer's Premium is **not an added tax** and not an extra fee invented for auctions — it is simply **a transparent contribution to the opportunity itself.**

It is the cost of being able to pursue a property **at your number** rather than at a pre-set asking price. It is the energy that powers the platform making that opportunity possible.

Why It Exists

A Public Pricing sale brings a property to the marketplace with unparalleled speed, clarity, and visibility. That momentum requires resources — resources that benefit both buyers and sellers.

The Buyer's Premium helps support:

- The marketing required to broadcast the property to the world
- The technology and systems that make fair bidding possible
- The professionals who organize, verify, and protect the integrity of the process
- The opportunity cost absorbed by the seller in offering their property to open competition

In a conventional sale, the buyer covers these costs anyway — just invisibly. With Public Pricing, we simply acknowledge reality and treat the buyer as an informed participant.

A More Honest Structure

Who brings the money to the closing table?

The buyer.

Who ultimately funds commissions in a standard sale?

The buyer.

The only difference is that in Public Pricing, we replace the smoke and mirrors with **clarity and choice**.

The Buyer's Premium allows you to pursue the property at your price — not at a list price someone else invented — and ensures the process remains fair, fast, and fully transparent.

It is **the cost of opportunity, not obligation**.

The 920 Real Estate Spirit Definition

“The Buyer's Premium is the purchaser's contribution to the transparent, accelerated marketplace that gives every buyer the opportunity to pursue a property at their price. It supports the marketing, technology, and integrity that make Public Pricing possible and replaces the hidden costs of traditional real estate with an honest structure everyone can see and understand.”