PUBLIC PRICING™

THE BUYER'S PROMISE

A Buyer–Seller Collaboration System™

We believe real estate should be built on trust, not tactics.

Public Pricing™ is 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.

www.PublicPricing.com

01 • COLLABORATION

Collaboration, Not Competition

The process begins with the belief that buyer and seller do not have to be adversaries.

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.

When business starts with dignity, trust replaces tension.

02 • THE PUBLIC STARTING PRICE

Understanding Property First

One of the most misunderstood principles of Public Pricing™ is that there is no single formula for how a property must enter the marketplace.

Depending upon the property, market, MLS requirements, seller objectives, and strategy, the listing price could be the minimum asking price, a starting point, a required deposit, or another carefully selected pricing approach.

Creating informed buyers who may have an interest in the property is the only objective. Then we will decide what it could and should be sold for.

03 • ONE-ON-ONE BUYER COLLABORATION

The Transaction Comes Before the Tactics

No open live bidding. No unnecessary pressure. Direct communication with informed buyers.

Fred DeFalco with over five decades as a broker and auctioneer does not advocate for the buyer, the seller, or a particular price. He advocates for the integrity of the transaction itself.

As both a licensed real estate broker and auctioneer, Fred personally collaborates with interested buyers—not through open, live bidding, but through direct, one-on-one communication designed to keep everyone informed. His role is simple: give buyers the facts, give sellers the facts, remove unnecessary pressure and emotion, and help both make intelligent decisions with clarity, dignity, and confidence.

You don't have to guess what the seller will accept, and the seller doesn't have to guess what you might pay. If the property interests you, participate.

Fred will collaborate with you and the seller. Together we professionally determine whether there is a transaction that will make sense for both parties.

Focus on the property. Let Fred help you acquire it at your price.

Not a guess, not a gimmick, but a data-driven negotiation built from real market intelligence.

You can submit offers transparently and in real time with no hidden negotiations. No secret deals. Just open collaboration where everyone sees the same truth.

The process doesn’t manipulate demand — it reveals it.

04 • TRANSPARENCY

The World's Only Open-Book Auction

Trust should be earned, not claimed.

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

Every offer. Every communication. Every document.

Because trust should be earned, not claimed with a tagline — it's every seller's and buyer's right.

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

05 • THE PROMISE IN WRITING

Your Written Promise

If you become a bidder consider this document as your personal 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.

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

06 • THE OUTCOME

Truth is Freedom

Public Pricing™ ensures that the property goes to the person who values it most.

No games. No scripts. Just authentic discovery of what something is truly worth.

"When truth leads to a transaction, everyone leaves the table with respect intact."

The Public Pricing™ gives you freedom from guessing, pressure, artificial urgency, public bidding theater, wondering what the seller will accept, and wondering whether you paid too much or left money on the table.

07 • TRUTHFUL BIDDING PROCESS

SIMPLICITY IN BIDDING

A BID SHOULD START WITH A CONVERSATION – NOT A CONTRACT.

You begin with a conversation. Understand the property. Decide your price.

Public Pricing™

Understand the property. Have a conversation. Decide your price.

Public Pricing™ is intentionally simple. It is truly a buyer-and-seller collaboration system.

You begin with a registration of interest form. No having to review or sign any auction documents, wiring money, making a deposit, or needing an attorney to review anything.

First, you need to know whether the seller is reasonable, ready, willing, open, and financially able to consider your opinion of value — an amount that meets your personal desires, needs, and objectives, and whether any maximum bid you might consider makes both financial and emotional sense for you.

The only way to meet the needs of potential buyers is through conversation — not live or online bidding. A truly successful sale is one in which both buyer and seller can collaborate before any final decisions are made. You found the right property and right system.

For this property, all bidding communication is handled directly through Fred DeFalco, licensed auctioneer and broker, so you have one person guiding the process from your first question through the final negotiation.

The listing agents in a Public Pricing™ event remain focused on helping you understand the property, arranging access, and providing property and lifestyle information.

When it comes to any final pricing, bids, bidding process, buying options, owner financing, and the bidder / bids protection, you deal directly with Fred and the owner of the property.

No confusion. No competing messages. No unnecessary pressure.

08 • 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.

09 • UNDERSTANDING THE BUYER'S PREMIUM

A Contribution to the Opportunity

Some properties will have a buyer's premium. Some will not.

In the Public Pricing model, transparency is everything. 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.

In every real estate transaction — conventional or accelerated — someone carries the cost of bringing a property to market. 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 purchase a property at your number rather than at a pre-set asking price or wasting time working with sellers who are not serious about selling. 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.

A MORE HONEST STRUCTURE

Clarity and Choice

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 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.

10 • SUMMARY

Thank you for your interest in a Public Pricing™ sale. We look forward to working with you and answering any questions that may help you make an informed decision. Please keep in mind that the seller retains the right to accept an offer and sell the property at any time prior to the published bid deadline. If this property is of serious interest to you, we encourage you to begin the conversation sooner rather than later, so you fully understand the process, the seller's position, and the opportunity before a final decision is made.

Participate with clarity. Proceed with confidence.

A more human, transparent, and respectful way for buyers and sellers to discover the truth together.

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