

## Public Pricing™ Story

Public Pricing™ LLC is revolutionizing the real estate industry with a unique seller and buyer collaboration system, focusing on the real estate offered, with no prices predetermined by the seller.

Public Pricing™, [www.publicpricing.com](http://www.publicpricing.com), defies all real estate pricing and marketing practices. The public determines prices based on their opinion of value. The process is based on collaboration, trust and full disclosure. There is no contention over prices because none are established by the seller or their brokers.

The foundation of the Public Pricing™ System is serious sellers. Potential prospects, outside brokers and the general public are called upon to determine accurate and true market value for a sale to occur in 60 days or less. According to company owners Fred DeFalco and Manny Gutierrez, the Public Pricing™ System works in any market, good or bad. Through Public Pricing™, properties sell more efficiently, more quickly and at the best prices for both buyers and sellers versus any other conventional or auction marketing system.

According to DeFalco, in his local market, more than 10,000 unsold properties a year (good or bad years) are cancelled from Multiple Listing services. “This scenario doesn’t occur with Public Pricing™ because this system achieves results within 60 days or less,” he says.

The Public Pricing™ System consists of two methods to determine accurate pricing and terms for a sale within 60 days or less. The first method is to solicit offers at any price and terms desired by buyers. Offers are made by way of a simple, highly confidential and non-binding letter of interest in a special sealed envelope. The second method is the Public Opinion Promotion™ (guess the final selling price.) This promotion is open for anyone who would like to participate. This part of the process has proven to be very accurate with its average prices. For every promotion conducted by Public Pricing™, the average price of the public’s opinion of value has been within 10 to 15 percent of the final selling price. To recognize the power of the public, to add incentive and to encourage participation, anyone submitting an opinion of value becomes part of a Powerball® Pool with a minimum of 500 chances to participate in Powerball® jackpots. In addition, the person whose guess is closest to the final selling price will receive 500 Powerball® tickets.

After six weeks of intense marketing, previews, and gathering sealed offers along with the opinions of value from the public, a meeting takes place with the seller to reveal the public’s verdict. At that meeting, the seller decides which potential new owner to work with and at what price, based on the combination of all offers and opinions of value gathered. The seller may choose to accept the highest and best offer or make any counter offers. If there is not sufficient interest in the offering, the seller will consider all the information gathered from the public price opinions to determine the pricing and marketing strategy for the property going forward. With Public Pricing™ a buyer can always be sure that he or she will be working with the most serious and most realistic seller.

Through these concepts, DeFalco has successfully sold new homes, country club homes, luxury estates, commercial property, and land with great results. “Real estate truly fuels our economy,” DeFalco says. “But it is the only industry without a true, accurate, and objective marketing and pricing system—that is, until now! The system is available to the entire real estate industry and to any seller through Public Pricing, LLC.”

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