

Bid farewell to blind offers

x. *Doorsey*



What is Doorsey?

Doorsey is an **agent-led** open bidding platform specifically built to empower agents to get their sellers the highest market price at the terms they want.

Radical Transparency

Agents work hard to get their clients what they want when selling their home and with Doorsey, sellers get to see this hard work come to life in real time.

No Risk

Agents and their sellers set a reserve price, which is the minimum price they want for their home, meaning using the Doorsey process is risk free.



Why Agents use the Doorsey Process

01

Higher Certainty of Close

Homes sold on Doorsey close more than homes sold through a traditional process.

02

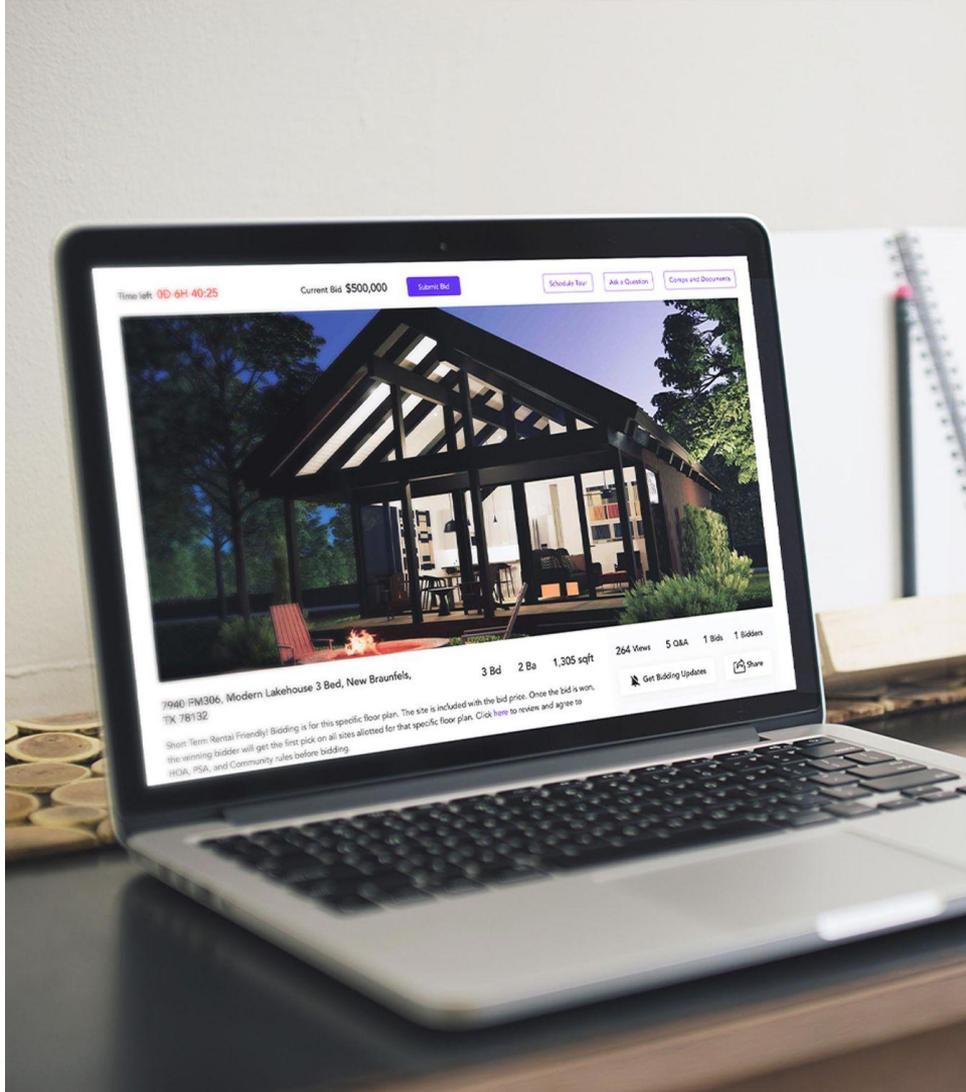
Highest Market Price

Agents get their sellers the best price for their house.

03

Upfront Information

Buyers know what it takes to win the home of their dreams.



The Doorsey process

01

Marketing The Listing

The listing price is set strategically below market to generate the largest pool of buyers - A proven process for success. The Doorsey listing is built out simultaneously and a 3rd party home inspection is done.

02

Seller's Terms

The listing agent posts the seller's terms upfront for all buyers and agents to see. This greatly increases the likelihood of close. Buyers' agents review the terms with their clients prior to the open-bidding date.

03

Bidding Day

On bidding day, agents and their registered buyers compete in a real time, transparent bidding process that eliminates the need to guess if their offer will win.

04

Winning Time

When the clock hits **0:00** and the highest bid meets the seller's reserve, the seller goes under contract with the winning buyer.



A photograph of three business professionals in a meeting. A man with glasses and a beard is pointing at a laptop screen. A woman with blonde hair is looking at the screen. A woman with brown hair in a ponytail is looking towards the man. They are sitting around a table with a laptop, papers, and a cup of snacks.

Process comparison

The Doorsey process compared to traditional methods.

Marketing the Listing

Traditional methods compared to Doorsey

Traditional process

01 MLS

Listing agent builds out the listing in the MLS.

02 Price

Listing price is set as an anchor price based upon comps that may no longer be relevant.

Doorsey's process

01 MLS

Listing agent builds out the listing in the MLS.

02 Price

Listing price is **set low to attract buyers** to schedule a tour, review terms, photography, and register to bid prior to the bidding window.

03 Inspection

A home inspection is done before the open offer process which as **3 benefits**.

1. Boost buyer confidence,
2. Secures higher offer amounts,
3. Increase likelihood of close.



Seller's Terms

Traditional methods compared to Doorsey

Traditional process

01 **Blind bids**

Numerous blind bids are submitted with:

1. Price variance
2. Contingencies
3. Lenders
4. Purchasing power

Doorsey's process

02 **Seller sets their terms**

All of the seller's terms are listed before the open bidding window to ensure certainty of close. Such as,

1. Seller's choice of contingencies
2. Rent-backs
3. Financing pre-approvals
4. Tight 3 hour earnest money window

*Terms will vary for each listing based upon the preference of the listing agent and their sellers.

Bidding Day

Traditional methods compared to Doorsey

Traditional process

01 Apples to oranges

The seller's agents compares offers that aren't similar in nature. For example,

1. Offer A: \$50K over list, but with a mediocre lender.
2. Offer B: \$25K over list, but with contingencies.
3. Offer C: At list price but all cash.

Which one is best?

Doorsey's process

02 Agreed upon terms

Buyers have registered to bid and reviewed the seller's terms

1. Home inspection ✓
2. Seller's terms ✓
3. Verified financing ✓

Bidding starts in an open, transparent, and equitable way on Doorsey.

Winning Time

Traditional methods compared to Doorsey

Traditional process

01 Wasted time writing offers

Buyer's agents spend a lot of time writing offers that don't win.

1. Seller's agents need to manage a complex offer spreadsheet.

***14 million hours per year are spent on writing offers.**

Doorsey's process

02 One winning contract

After the live bidding window has concluded

1. The buyer confirms their financing. ✓

2. The earnest money is transferred. ✓

3. The buyer and their agent go under contract with the seller. ✓

***The 2nd and 3rd place bidders wait in the wings in case the highest offer falls through.**

Doersey

Doorsey Empowers

Our process empowers **agents** & their **sellers** to get the deal they want with full transparency.

