



Repalo launches website for real estate professionals

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A new online concept called Repalo (www.repalo.com) has been launched. The public, real estate professionals, buyers and sellers, and financial institutions can now view current offers in the final negotiations of property sales via the Repalo website.

Buyers, through their real estate agents, are then empowered to place an informed new offer and avoid missed opportunities.

The Repalo platform is designed to increase competition among existing potential buyers, while providing incentives for new buyer participation at the height of purchase negotiations. This new combination of transparency, competition and late-stage entrants is expected to result in higher net selling prices and net proceeds. The Repalo website is built on a powerful, highly scalable, yet user friendly system.

"Repalo is not an auction site. It's a new online open marketplace," said founder and CEO Ron Mazzano. "Repalo does not alter or stand between the well-established relationship between buyers, sellers and agents. It supplements traditional selling techniques with a very powerful tool that can provide buyers with more information while generating higher sales prices for sellers."

Active property listing data is publicly available for nearly every U.S. housing market and is easily accessible online. Sellers (both homeowners and institutions) and buyers have found value from this increased exposure. However, once an offer is made on a property, public exposure ends. This significant gap has created several problems, particularly in the current market environment. In addition to bolstering traditional property sales, the Repalo system can also help optimize the process for lenders faced with an unprecedented number of foreclosed properties as well as for short-sale situations. The system can also help mitigate fraud risks to sellers from properties undersold by agents who may fail to submit the best possible offer for lender approval.

The proprietary, patent-pending Repalo online system works by allowing sellers to receive and negotiate offers through their real estate broker/agent. Once negotiated, sellers accept an offer subject to a seven-day offering period. All accepted offer terms are transferred to the Repalo offer management platform. Repalo notifies all registered buyers, who can view all accepted offer terms for the property. Buyers, through their designated real estate agent, can then make a new offer on the property. At the completion of the open offering period, the winning buyer's terms are automatically forwarded to the seller's broker/agent for review and approval.

The Repalo system has been created by a highly qualified management and technical team. Founder Mazzano, CRB, has spent over 40 years as one of the top nationally-ranked real estate brokers in the country. Peter Jacobson, Director of Business Development, is a veteran technology

business entrepreneur. Dennis Sita, Technology Director, has extensive experience with Microsoft and other companies in designing and delivering high-availability, online websites/services and applications. Andy Macourek, Software Platform Manager, is also a Microsoft alum specializing in the development, design and support of enterprise-level applications.

To see how the new Repalo concept is bringing transparency to real estate transactions, visit www.repalo.com.

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