

Getting Bank Properties in Front of Every Possible Buyer to Expedite Sales

RileyREO.com is an innovative online tool, targeting a national audience of buyers, focused solely on assisting FIs dispose of their OREO properties, pooled loans and branches. Please contact us with any questions at info@RileyREO.com.

	RileyREO	Traditional Solution (Real Estate Brokers, FI Marketing, etc)
Why RileyREO?	<ul style="list-style-type: none"> Expose properties to thousands of new buyers outside of the traditional marketing efforts Enhance current marketing efforts Accelerate sales of OREOs Nominal cost 	<ul style="list-style-type: none"> Exclude from pool of buyers those outside of local market Exclude those who may not be familiar with your FI Exclude those who only want to work directly with your FI Commission-based
Why wouldn't I just add an OREO page to my website?	<ul style="list-style-type: none"> You can, but don't need to! RileyREO does it for you with a link to your website. <p><i>RileyREO allows community banks to compete with the big banks.</i></p>	<ul style="list-style-type: none"> Costly (staff time plus fees) to maintain website Limits search to those who are familiar with your FI Commission-based sellers won't provide an OREO page for your website.
Monthly user fees on RileyREO vs. other websites	<ul style="list-style-type: none"> No fees to end-user No registration requirements <p><i>Easy-to-use site navigation with searches tailored to buyers' unique needs.</i></p>	<ul style="list-style-type: none"> Registration and monthly fees apply to most websites for both buyers and sellers.
RileyREO fees vs. Realtor fees	<ul style="list-style-type: none"> Flat monthly fee of \$50-\$100 per month per property No restrictions to using realtors or anyone else. <p><i>The FI decides the best marketing strategy to sell their properties.</i></p>	<ul style="list-style-type: none"> Realtor commissions range from 3% to 10% <p><i>On a \$100,000 property, the commission would be between \$3,000 to \$10,000, whether the property sold in 3 months or 1 year.</i></p>
I want to place a link on my website to my properties.	<p>Easy! RileyREO provides free direct real-time link of properties.</p> <ul style="list-style-type: none"> You direct the link to your website or electronic newsletter. 	<ul style="list-style-type: none"> No link available
Do buyers have option to contact me directly?	<ul style="list-style-type: none"> Yes. You designate the buyer's contact—the FI, realtor, etc. 	<ul style="list-style-type: none"> No
Can I substitute properties for the same fee?	<ul style="list-style-type: none"> Yes - property slots can be exchanged at any time without any additional fees. 	<ul style="list-style-type: none"> No - Commissions/fees are property specific.

	RileyREO	Real Estate Brokers
Who handles the property management / showing of my properties?	<ul style="list-style-type: none"> You control the decision: the contact may be a bank employee, contractor, realtor or property management company. 	<ul style="list-style-type: none"> Work performed by realty company or its sub contractor.
How do potential buyers find OREO properties?	<ul style="list-style-type: none"> Enhanced internet search to RileyREO.com Marketing mailers & advertising Your website 	<ul style="list-style-type: none"> Investor contacts FI to determine who broker is Listing found on broker or realtor related sites Targeted mailings to potential customers through existing lists
How do buyers who don't want to work through realtors find FI properties?	<ul style="list-style-type: none"> RileyREO.com: Buyers choose when and how they want to be contacted. No questions asked. 	<ul style="list-style-type: none"> Not an option, they must work through the realtor.
Can I as a FI remain anonymous?	<ul style="list-style-type: none"> Absolutely! Potential investors must go through RileyREO.com email link to designated bank contact. You choose when your FI is disclosed to the buyer. 	<ul style="list-style-type: none"> Not necessarily
Are reports available that detail the number of hits and inquiries about my properties?	<ul style="list-style-type: none"> Yes – RileyREO provides monthly reports of how many hits the FI's properties received, as well as how many inquiries for additional information were passed along to the FI or its agent. 	<ul style="list-style-type: none"> Not necessarily
Can RileyREO work in conjunction with real estate brokers?	<ul style="list-style-type: none"> Absolutely – Our focus is maximizing opportunities to sell your properties. <p><i>RileyREO provides an internet conduit between buyers, sellers and their agents, and does not exclude anyone.</i></p>	<ul style="list-style-type: none"> Realtor may not object to expanding the potential pool of buyers through RileyREO.com.

RILEYREO— NO LIMITATIONS