PARAMOUNT REALTY USA
AUCTIONS



MALIBU, CA
Sold $13,000,000, Above Reserve

OUR MISSION

We unite the best of brokerage and auction so that sellers achieve maximum value in minimum time, on their terms, and the listing agents and brokerage firms who represent them win more listings, sell faster and earn more.

SUBMIT YOUR LISTING FOR REVIEW



VIEW FROM THE PARC V AT 785 FIFTH AVE, NEW YORK

Achieved nearly $3,000/sf, 30% above average $/sf in this co-op building

SUBMIT YOUR LISTING FOR REVIEW

LETTER FROM THE CEO

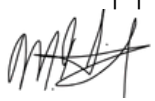
For centuries, the world's great auction houses have sold fine art, antiques, jewelry and collectibles. Since 2009, it has been our privilege to do the same for real estate. From luxury homes to commercial real estate, Paramount has auctioned approximately 850 properties across the country, and our team brings more than $3 billion of auction experience, grounded in over $7 billion of broader real estate and corporate experience.

Collectors of rare items need no explanation: auction is the preeminent way to sell a special or unique asset, such as a luxury home. Its value goes beyond square footage and finishes. It cannot be measured by simple comparison to other properties, because truly exceptional properties have no true comparables. Instead, value is set by the buyer who recognizes it. As Shakespeare wrote in Love's Labour's Lost, "Beauty is bought by judgment of the eye."

Beauty, in other words, is in the eye of the beholder. Our role is to put each property before as many discerning eyes as possible.

It is with great enthusiasm that we present this overview. Together with listing agents, we reach the widest and most relevant audience for each property, create genuine urgency among buyers and maximize value, on the seller's terms.

With appreciation,



Misha Haghani, Esq.
CEO & Founder

SUBMIT YOUR LISTING FOR REVIEW

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EXPLORE SELLING BY AUCTION

SUBMIT YOUR PROPERTY/LISTING FOR REVIEW

212-867-3333 | auction@prusa.com

PENTHOUSE IN AVENTURA, FL

Sold $5,100,000, Above Reserve



SUBMIT YOUR LISTING FOR REVIEW

AUCTION: DEFINED

An auction is a competitive process that determines market value by inviting buyers to bid against one another. It is used to sell assets from stocks and automobiles to fine art and collectibles. The highest bidder wins, subject to the seller's reserve and terms. For real estate, auction replaces months of negotiation with a clear, efficient path to value.

FOR SELLERS

A real estate auction is a defined, seller-controlled sale. You set the reserve, terms and deadline. We bring the widest audience, create urgency among buyers and let competing bids reveal your property's true value, with no obligation to sell below your reserve.

FOR LISTING AGENTS & BROKERAGE FIRMS

A real estate auction is a marketing tool we refer to as the Auction Option™. It helps agents win and keep listings, move stale or expiring inventory and close sales faster, while keeping their listing agreement and commission intact, at no cost to them. Brokerage firms that opt for an enterprise relationship with Paramount also earn additional revenue from Paramount.

MANSION ON MAIN LINE, PENNSYLVANIA

Sold $9,750,000, Highest Sale Price in the County in 10+ Years



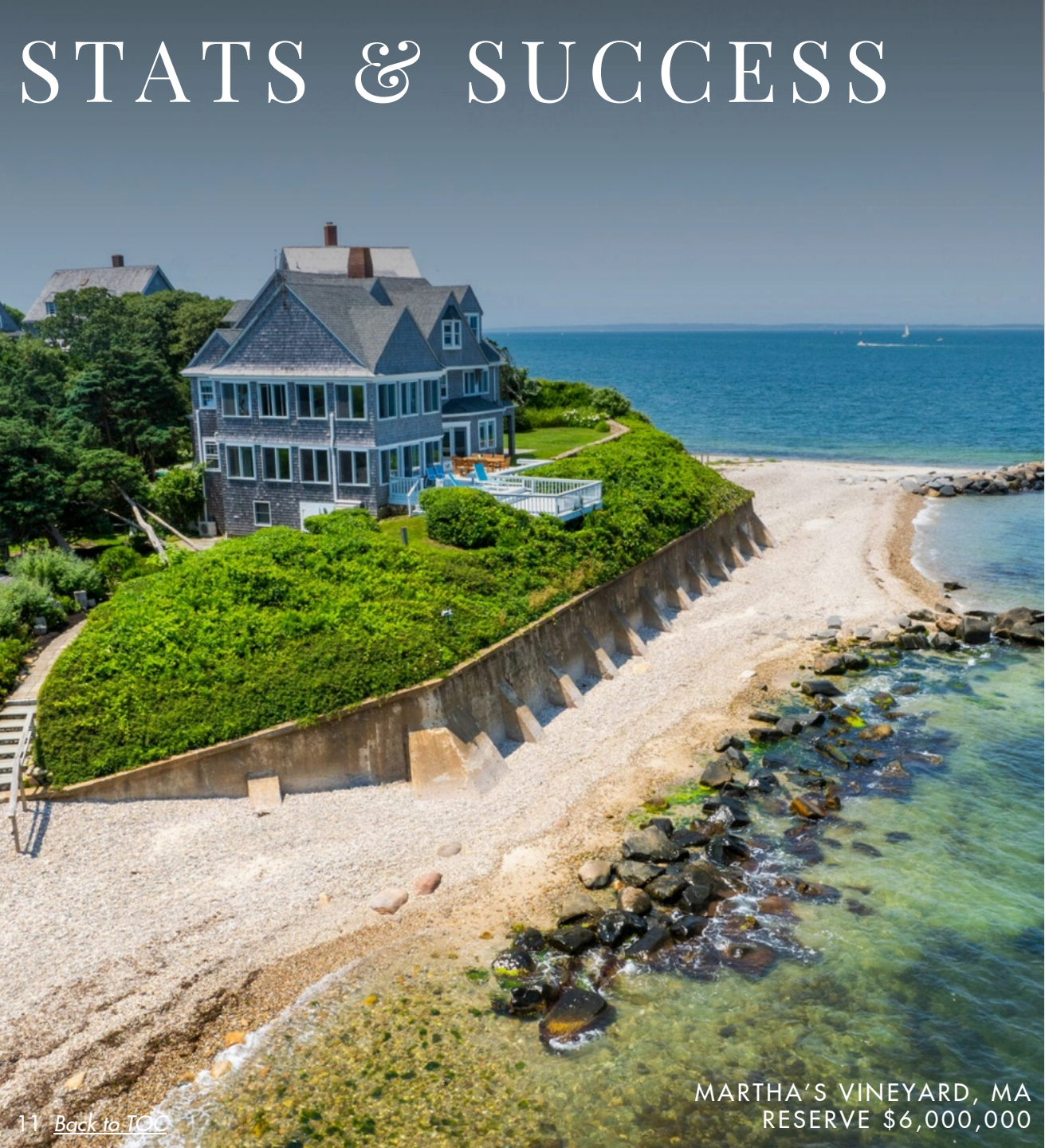
SUBMIT YOUR LISTING FOR REVIEW

ABOUT PARAMOUNT

Founded in 2009, Paramount Realty USA is a leading national real estate auction firm. Paramount has auctioned approximately 850 properties across the U.S., from luxury homes to commercial assets, for high-net-worth individuals, family offices, developers, private equity firms, lenders and government agencies, and its team brings more than $3 billion of auction experience. Today, Paramount maintains enterprise relationships with leading brokerage firms and works in partnership with listing agents nationwide.

SUBMIT YOUR LISTING FOR REVIEW

STATS & SUCCESS



$3B+
Team Auction Experience

2,000+
Properties Auctioned by Team

850
Properties Auctioned by Paramount

50 DAYS
Average Marketing per Auction

80%
Percentage Sold

32%
Newsletter Open Rate

*As of November 2026

SUBMIT YOUR LISTING FOR REVIEW

GLOBAL REACH

50	212	64
States	Countries & Territories	Languages

SUBMIT YOUR LISTING FOR REVIEW

SELECT LUXURY TRANSACTIONS



TOWNHOUSE
East Village, NY
Sold $7M
Above Reserve



5-ACRE LUXURY COMPOUND
Orange County, CA
Sold $7.8M
Above Reserve



WATERFRONT HOME
Florida's Gulf Coast
Sold $5.8M



GREENWICH HOME
Greenwich, CT
Sold Above Reserve in 30 Days after
Being on Market 3+ Years



MIDTOWN TRIPLEX PENTHOUSE
New York, NY
Sold $6.6M



190 ACRE RANCH
Taos, NM
Reserve $19M
Sold - Highest Price in State



MALIBU VINEYARD ESTATE
Malibu, CA
Sold $13M
Above Reserve



MAIN LINE MANSION
Gladwyne, PA
Sold $9.75M
Highest Price in County 10+ yrs



NEW PENTHOUSE
Aventura, FL
Sold $5.1M
Above Reserve



4-BEDROOM CONDO
New York, NY
Sold $4.2M
Above Reserve



WATERFRONT HOME
Long Island, NY
Highest Price in 3+ Years in the Town
Above Reserve



785 FIFTH AVE/CENTRAL PARK
New York, NY
$6.3M - Above Reserve
Highest Price/sf in Building



ITALIAN MASTERPIECE
Hewlett Harbor, NY
Sold $5.85M - One of Most
Expensive Homes in Market



WATERFRONT HOME
Delray Beach, FL
Sold $2.835M



SANDS POINT HOME
Long Island, NY
Sold $6.4M

SUBMIT YOUR LISTING FOR REVIEW

GLOBALLY RECOGNIZED BY MAJOR MEDIA

























VIEW COMPLETE MEDIA PORTFOLIO

SUBMIT YOUR LISTING FOR REVIEW

HIGH-PROFILE AUCTIONS

World Leaders | Celebrities | Athletes | Politicians

Childhood Home of Pope Leo XIV



Dolton, Illinois

SOLD 200% OF LAST ASK

Sold for nearly 200% of the last asking price, driving intense bidding and achieving a historic result for the community. The record-setting sale captured global media attention, with features in The New York Times, Bloomberg, Business Insider, People, Fox News, and more.

Derek Jeter's Lakeside Castle



Greenwood Lake, New York

HOME OF SPORTS LEGEND

The residence of New York sports icon and Baseball Hall of Fame inductee Derek Jeter, commanding global press across The Wall Street Journal, Robb Report, Mansion Global, New York Post, and The Real Deal.

Andy Warhol's Former Building



New York, New York

270 INQUIRIES AND 38 TOURS

Sold landmark downtown building formerly owned by Pop Art visionary Andy Warhol, one of the most important American artists of the 20th century, with the transaction featured in Architectural Digest, the New York Post, and other major publications.

Childhood Home of President Trump



Queens, New York

215% OF FAIR MARKET VALUE

Sold the childhood home of President Trump twice in 90 days and for 215% of fair market value. while gaining global recognition in Forbes, People, CNBC, CNN, Fox News, The New York Times, The Wall Street Journal and more.

SUBMIT YOUR LISTING FOR REVIEW



WATERFRONT HOME, FLORIDA'S GULF COAST

Sold $5,800,000, Highest Sale Price in the Market in 3+ Years

SUBMIT YOUR LISTING FOR REVIEW

THE PARAMOUNT ADVANTAGE

1

Prominent national firm with unrivaled auction experience

2

Sealed Bid and Online auction formats

3

One of few firms in the US that provides both luxury and commercial auction expertise

4

Specialize in Sealed Bid auction strategy, superior for luxury and commercial properties



BILLIONAIRE'S ROW MANSION
BEL AIR, CALIFORNIA
RESERVE $30,000,000

SUBMIT YOUR LISTING FOR REVIEW

4+ ACRE WATERFRONT HOME, SANDS POINT, NY

Sold $6,380,000



SUBMIT YOUR LISTING FOR REVIEW

MAXIMIZING VALUE FOR SELLERS

1

MORE MARKETING

We use every resource and marketing channel to reach the widest audience for your property

2

MORE ENGAGEMENT

We leverage the compelling "auction" message to create urgency among buyers

3

MORE CERTAINTY TO SELL

You set the reserve, terms and timeline and know you have achieved market value

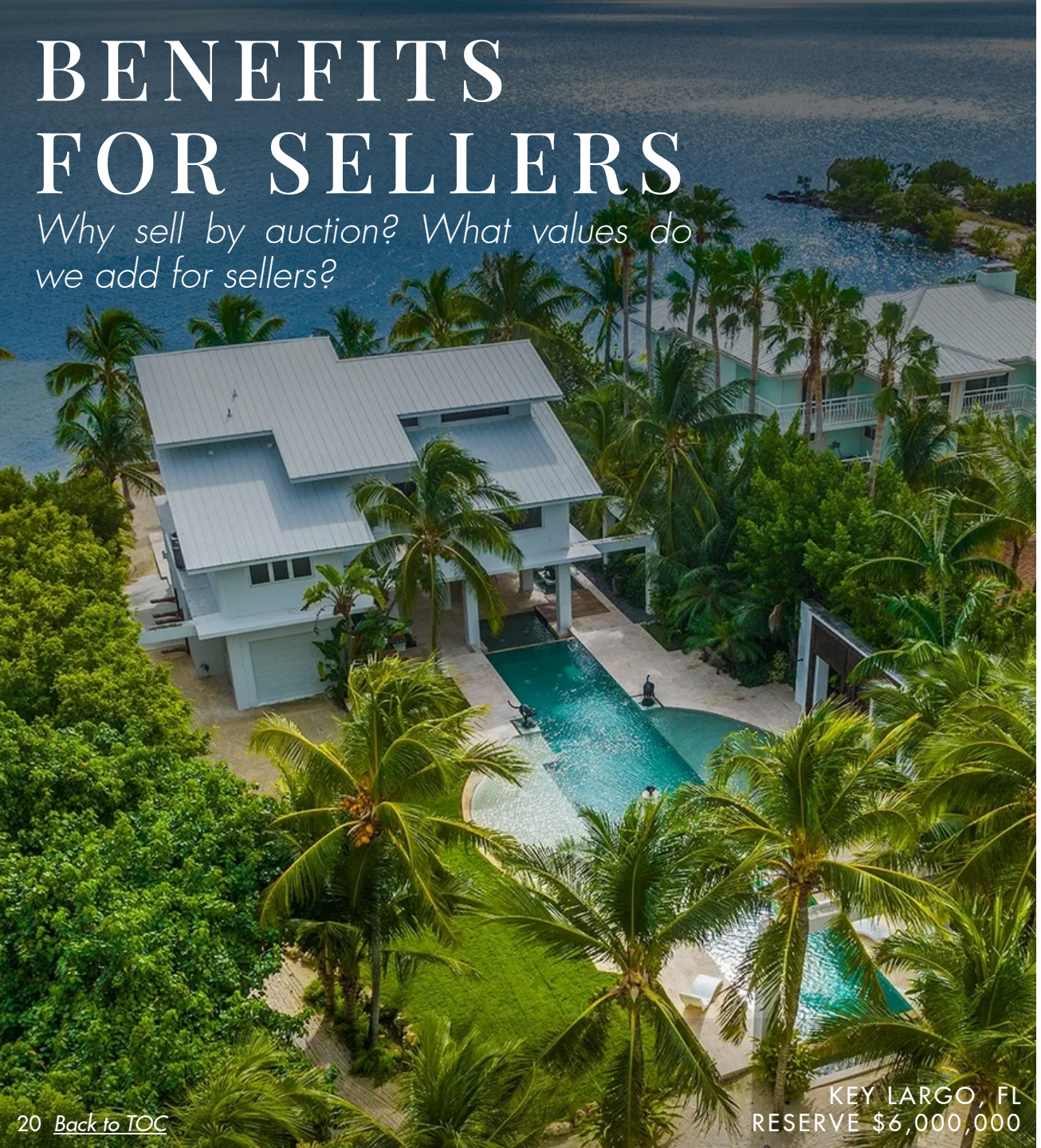


EAST PATCHOGUE, NY
RESERVE $3,199,000

SUBMIT YOUR LISTING FOR REVIEW

BENEFITS FOR SELLERS

Why sell by auction? What values do we add for sellers?



MORE EXPOSURE

Our strategy combines the best of brokerage with auctions, creating a more effective approach and reaching a wider audience than traditional brokerage alone.

MORE COMPELLING

An "auction" is a captivating message that gets more attention than traditional listings.

MORE TRAFFIC

Since auctions are compelling, our process generates more traffic, both online and physically through the property.

MORE CONTROL

The seller sets timeline and terms of sale.

MORE PROTECTION

Our Sealed Bid Strategy, coupled with protective reserve pricing and seller preferred terms of sale, provides sellers with meaningful price-protection.

MORE OFFERS & MORE CLARITY

Our process generates more bids, feedback and market information to sellers, which helps them better understand value.

When you deliver all of the above, you have maximized value for the seller.

SUBMIT YOUR LISTING FOR REVIEW

CASE STUDY



SECLUDED 5 ACRE LUXURY COMPOUND ORANGE COUNTY, CA

Sold $7,800,000

PROPERTY

Exceptional five-acre Lemon Heights luxury compound nestled in the secluded hills of Orange County's North Tustin, offering luxury, privacy, and resort-style amenities, including a private lake, guest house, tennis court, smart home technology, chef's kitchen, wine cellar, library, and spa-like gym.

CHALLENGE

This property was not previously listed on the market. Instead, the seller—an ultra-high-net-worth individual based abroad—made clear from the outset that he desired a prompt sale within a defined timeline. The home, long unused, required substantial work to bring it up to date.

SOLUTION

The listing agent–one of the most successful in the marketplace–identified the client and property as a perfect candidate for auction and requested a referral from his firm's CEO. Paramount was promptly engaged to carry out the campaign in collaboration with the listing agent, generating a quick sale at $7.8 million, well above the $5.9 million reserve price.

SELLER TAKEAWAY

An auction strategy avoids long market times and works just as well for new listings, delivering an efficient sale at market value. It also suits properties with condition issues or deferred maintenance, since buyers factor condition into their bids up front.

View additional case studies.

SUBMIT YOUR LISTING FOR REVIEW

CASE STUDY



MID-CENTURY MODERN MANOR
NEW HOPE, PA
Sold $2,400,000

PROPERTY
Jules Gregory-designed mid-century modern home on expansive 1.4-acre property with lush greenery, featuring incredible views, remote privacy, and impeccable details throughout.

CHALLENGE
There were few comparable properties for this unique property, which was listed for about one year and underwent two price reductions. The seller sought a timely sale but did not wish to simply reduce the price further in order to find a buyer.

SOLUTION
The listing agent suggested an auction strategy to meet the seller's objectives. The auction strategy reinvigorated market interest, created a sense of urgency that produced an actionable bid–well ahead of the bid deadline–and provided the seller with the outcome they desired: A timely sale meeting their reserve price.

SELLER TAKEAWAY
When time is valuable and the seller seeks an alternative to traditional price reductions to sell their property, an auction strategy can help achieve both objectives.

View additional case studies.

SUBMIT YOUR LISTING FOR REVIEW

COUNTRY HOME IN GREENWICH, CT

Sold $2,000,000, On Market for 3 Years, Sold by Auction in 30 Days



SUBMIT YOUR LISTING FOR REVIEW

THE AGENT ADVANTAGE

We leverage auctions to help agents

1
WIN & KEEP MORE LISTINGS

An auction is a marketing tool for agents. Leverage it to differentiate yourself to win new listings and to keep sellers from hiring other agents.

2
SELL MORE, MORE QUICKLY

Sellers who like auctions are more likely to sell by auction. And auctions sell listings faster, with less back and forth and less wasted time.

3
EARN MORE

Over 75% of Paramount's closed sales had no buyer-broker. Plus you can earn additional revenue from Paramount if your firm has an enterprise relationship.



APTOS, CA
RESERVE $8,000,000

SUBMIT YOUR LISTING FOR REVIEW

LEVERAGING AUCTIONS THROUGHOUT THE LISTING LIFECYCLE

Auction is a strategic tool agents can use at any stage of a listing, from listing pitch to expiration.

1 AT THE PITCH

Win the listing by offering auction as an additional tool in order to differentiate yourself from other agents.

2 DURING THE LISTING

If there's lack of traction, activity, or offers, don't just reduce the price—leverage auction, set an attractive floor (reserve), and use it to generate new interest and sell the property.

3 NEAR EXPIRATION

If seller is considering another agent, leverage auction to present a new approach: *don't change your agent, let's change our strategy*. Use this to extend your listing.

SUBMIT YOUR LISTING FOR REVIEW

BENEFITS FOR LISTING AGENTS

Why should listing agents offer auctions to their seller-clients?



NEW YORK, NY
RESERVE $30,000,000

1

Leverage an auction to differentiate yourself and win exclusives.

2

Some sellers simply prefer auction, so agents should offer the option.

3

Sellers who prefer auctions are more likely to sell and sell faster.

4

Save meaningful time by showing less and negotiating less.

5

Generate more leads by auction.

6

Leverage auction to keep and extend term of exclusives.

7

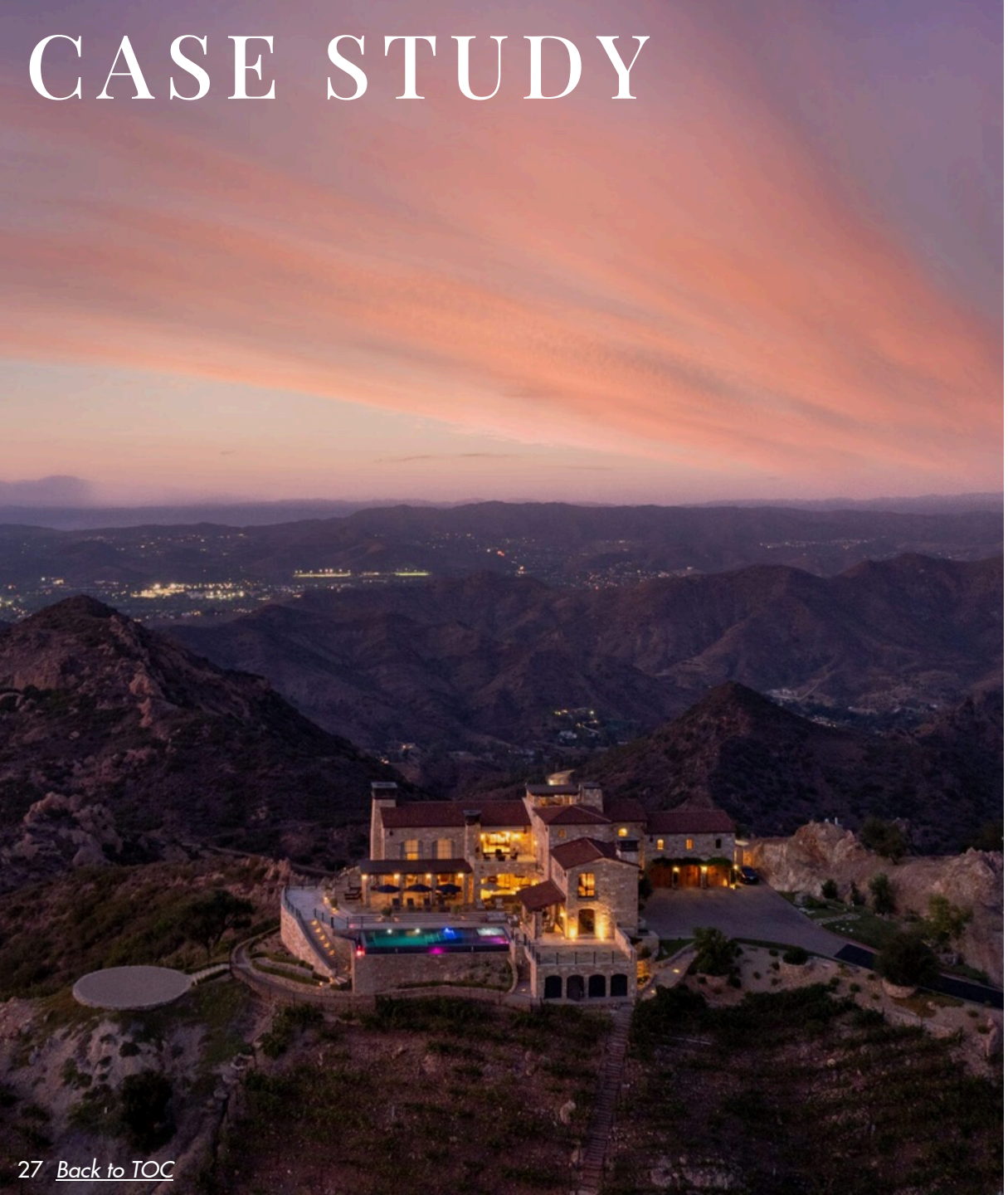
Over 75% of our past transactions had no buyer agent, meaning listing agents have higher likelihood of earning more with Paramount.

8

Our process, implemented together with a strong listing broker, proves to a seller that we have maximized value—and that's precisely how to increase likelihood of sale.

SUBMIT YOUR LISTING FOR REVIEW

CASE STUDY



MALIBU ROCKY OAKS
MALIBU, CA
Sold $13,000,000

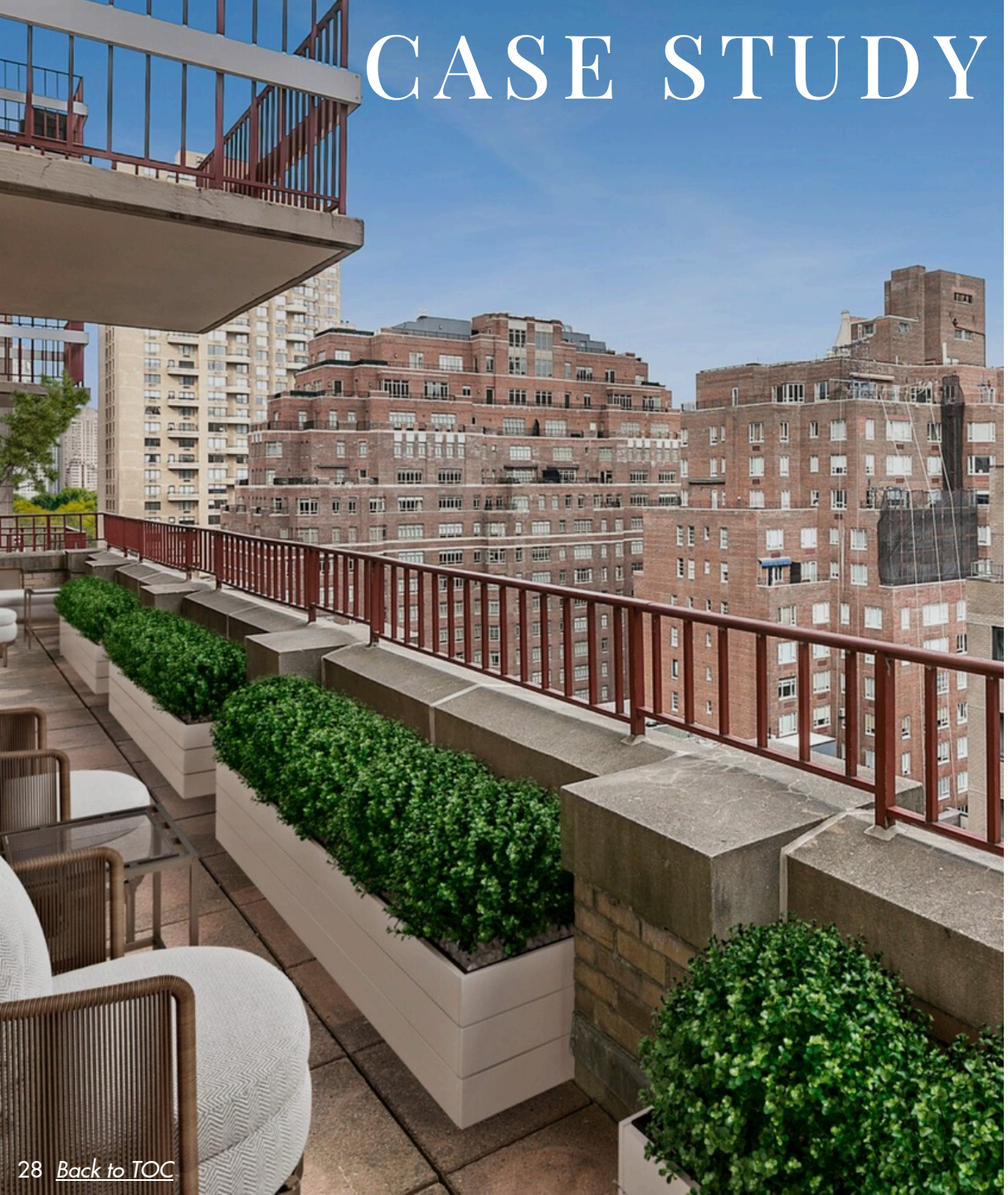
PARAMOUNT HELPED AGENT SECURE THE LISTING
After a prior listing with a nationally recognized agent expired, the seller of this iconic Malibu property decided to pursue an auction strategy and began interviewing auction firms and listing brokers at the same time. Following multiple presentations, the seller selected Paramount for its superior auction execution strategy. The seller was also choosing between two listing brokers. Paramount strongly advocated for the broker who had originally introduced the opportunity to us, ultimately helping that broker secure the listing.

AUCTION PROCESS ACCELERATED PRICE DISCOVERY
The auction process rapidly aligned a multi-member ownership group around true market value, resolving a multi-year pricing challenge for a highly unique asset with limited comparable sales. The process delivered clear price discovery and resulted in a successful market-driven sale.

ECONOMICS: A TRUE ALIGNMENT OF INTERESTS
Listing broker and Paramount collaborated seamlessly throughout the process. The listing broker earned its regular commissions, in addition to a meaningful revenue share from Paramount. The structure created a fully aligned, win-win outcome for the seller, the listing brokers, and Paramount.

View additional case studies.

SUBMIT YOUR LISTING FOR REVIEW



CASE STUDY

40 EAST 61ST STREET
NEW YORK, NY
Sold $4,160,000

According to the listing broker, the seller wished to terminate the agent's exclusive agreement to hire a competitor that offered auction services. When the agent learned of our partnership with her firm, she immediately contacted us for assistance. In short, we were retained and, ultimately, leveraging the enterprise relationship with Paramount:

- Enabled the listing broker to keep the listing
- Earned the listing broker a 6-month extension on the term of her exclusive
- Facilitated a meaningful reduction in seller's price expectation
- Triggered a speedy sale: accepted offer within 2 days of launching and a signed contract within 29 days
- Generated additional revenue to the listing broker from Paramount's fee

View additional case studies.

SUBMIT YOUR LISTING FOR REVIEW

CASE STUDY



785 FIFTH AVE
NEW YORK, NY
Sold $6,300,000

Online bidding soared past the $3.9 million reserve price and closed 60% higher at $6.3 million. At close to $3,000 per square foot (for a co-op), our auction price reflected a 30% premium to the ~$2,200 average sales price per square foot achieved at 785 Fifth Avenue by some of Manhattan's most successful agents.

View actual footage of our online auction.

View additional case studies.

SUBMIT YOUR LISTING FOR REVIEW



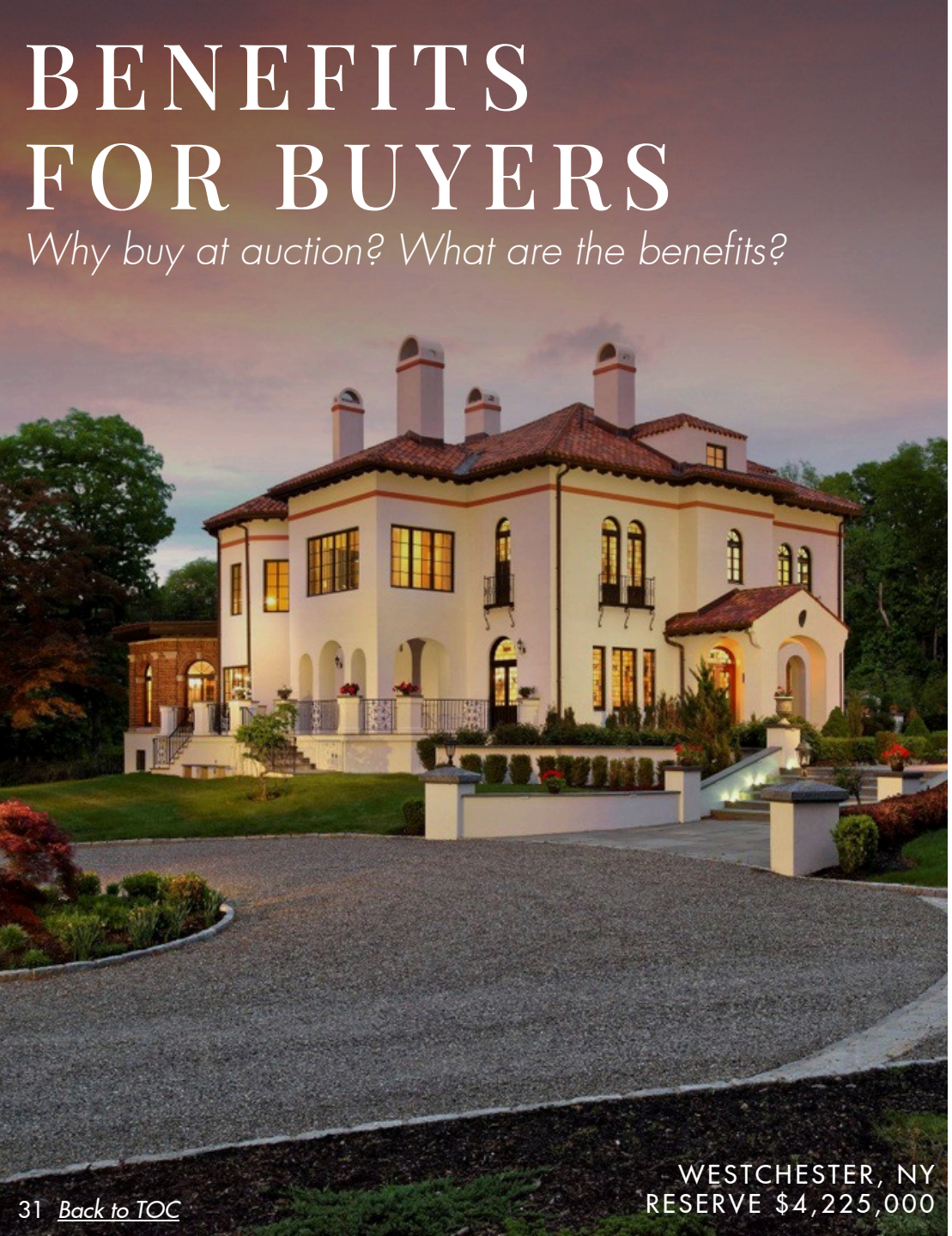
LUXURY COMPOUND IN SOUTHERN CALIFORNIA

Sold $7,800,000, 32% Above Reserve

SUBMIT YOUR LISTING FOR REVIEW

BENEFITS FOR BUYERS

Why buy at auction? What are the benefits?



WESTCHESTER, NY
RESERVE $4,225,000

1

Buyers know the seller is serious and committed to selling at certain price and terms.

2

Buyers typically know seller's reserve price, so they know they are not wasting their time.

3

In a Paramount Sealed Bid auction, buyers can bid on their own terms.

4

In an online auction, buyers take comfort knowing that they are not overpaying.

5

Auctions streamline the buying process and eliminate lengthy negotiations.

6

Auctions reduce time to purchase property.

7

We do not allow sellers to participate (i.e., "bid up" the price).

8

Buyers may access comprehensive due diligence information for each property.

SUBMIT YOUR LISTING FOR REVIEW



TRIPLEX PENTHOUSE, NEW YORK, NY

Sold $6,600,000

SUBMIT YOUR LISTING FOR REVIEW

MECHANICS

How do we work with listing agents and sellers?



PENTHOUSE WITH PRIVATE POOL AT ACQUALINA IN SUNNY ISLES
MIAMI-DADE COUNTY, FL
LAST ASK $12,900,000

1

Listing agents keep their listing agreement and fee structure in place exactly as-is. There is no cost to listing agents.

For brokerage firms that have an enterprise relationship with Paramount, the firm, and therefore the agent, can earn revenue share from Paramount.

2

Sellers sign a separate agreement with our firm. This effectively treats us as a co-exclusive agent, authorizes us to promote the marketing and sale of property by auction, and charge an additional fee, known as a "buyer's premium."

3

We collaborate with listing agents to implement an auction campaign to reach a wider audience, create urgency, and maximize value quickly.

SUBMIT YOUR LISTING FOR REVIEW

PROCESS & TIMELINE

PREPARATION

WEEK 1

DEVELOP MARKETING ASSETS

Once agreement is signed, Paramount develops marketing assets such as:

- Landing page
- Brochure
- Email marketing campaign
- Social media
- Public relations campaign (if app.)
- Direct solicitation campaign
- Third-party platforms

WEEK 3

ASSEMBLE DUE DILIGENCE INFORMATION

Collect substantive information we share with bidders before auction, such as:

- Bidding instructions
- Contract of sale
- Tax information
- Appraisals, inspection reports, survey, title report, floor plans, images, offering plans/bylaws

PROCESS & TIMELINE

LAUNCH + IMPLEMENTATION

WEEK 3 → WEEK 9

IMPLEMENT MARKETING

Paramount implements marketing campaign, including:

- Public relations campaign (if app.)
- Publish landing page
- Adjust listing sites/MLS
- Direct solicitation campaign
- Conduct property tours
- Provide due diligence information
- Follow up with all inquiries

BIDDER MANAGEMENT

Paramount oversees prospective buyer engagement through a centralized tracking dashboard, shared with listing agent, including:

- Real-time communications tracking
- Buyer vetting/proof of funds
- Verification
- Tour scheduling
- Nurturing
- Bidder registration

REPORTING

Paramount provides structured governance and continuous performance reporting:

- Weekly executive review meetings
- Bi-weekly detailed status reports
- Real-time campaign & traffic
- Analytics
- Continuous buyer pipeline evaluation

SUBMIT YOUR LISTING FOR REVIEW

PROCESS & TIMELINE

AUCTION + CLOSING

WEEK 9 → CLOSING

AUCTION/BID DEADLINE

Two choices for auction formats, each with distinct advantages, to be used in various contexts: *Sealed Bid or Online.*

POST AUCTION

Review of bids, bid consideration period and *Best and Final Deadline*, if applicable.

CLOSING MANAGEMENT

Contract signed, deposit funded and parties/contract managed through closing.

SUBMIT YOUR LISTING FOR REVIEW

FRAMEWORK

How does Paramount create value?



BUCKS COUNTY, PA
RESERVE $3,900,000

1

EXPAND DEMAND

2

DEFINE TIMELINES

3

CREATE URGENCY

4

DELIVER MARKET VALUE

SUBMIT YOUR LISTING FOR REVIEW

COLLABORATION

AUCTIONS + BROKERAGE = CERTAINTY

We unite the best of brokerage and auction so that sellers achieve maximum value in minimum time, with certainty, and the listing agents and brokerage firms who represent them win more listings, sell faster and earn more.



SUBMIT YOUR LISTING FOR REVIEW

MARKETING CHANNELS

How do we reach buyers?



TAMPA BAY AREA, FL
RESERVE $6,700,000

DIGITAL LISTINGS

OUR SUBSCRIBERS

BROKER OUTREACH

DIRECT SOLICITATION

PUBLIC RELATIONS

SOCIAL MEDIA

AND MUCH MORE

SUBMIT YOUR LISTING FOR REVIEW

LEVERAGING PUBLICITY

MANSION GLOBAL

"IN BEL-AIR, A CAR COLLECTOR'S DREAM MANSION ONCE ASKING $50 MILLION HEADS TO AUCTION"

THE WALL STREET JOURNAL.

"A HEDGE-FUND MANAGER IS AUCTIONING HIS $35 MILLION PHILADELPHIA DREAM HOME"

AD ARCHITECTURAL DIGEST

"ANDY WARHOL'S NYC APARTMENT BUILDING IS GOING UP FOR AUCTION"

Daily Mail

"5-BEDROOM PENTHOUSE ON MANHATTAN'S 'BILLIONAIRE'S ROW' WORTH $40 MILLION TO GO UP FOR AUCTION"

Forbes

"TRUMP'S CHILDHOOD HOME IN QUEENS HITS THE AUCTION BLOCK"

Robb Report

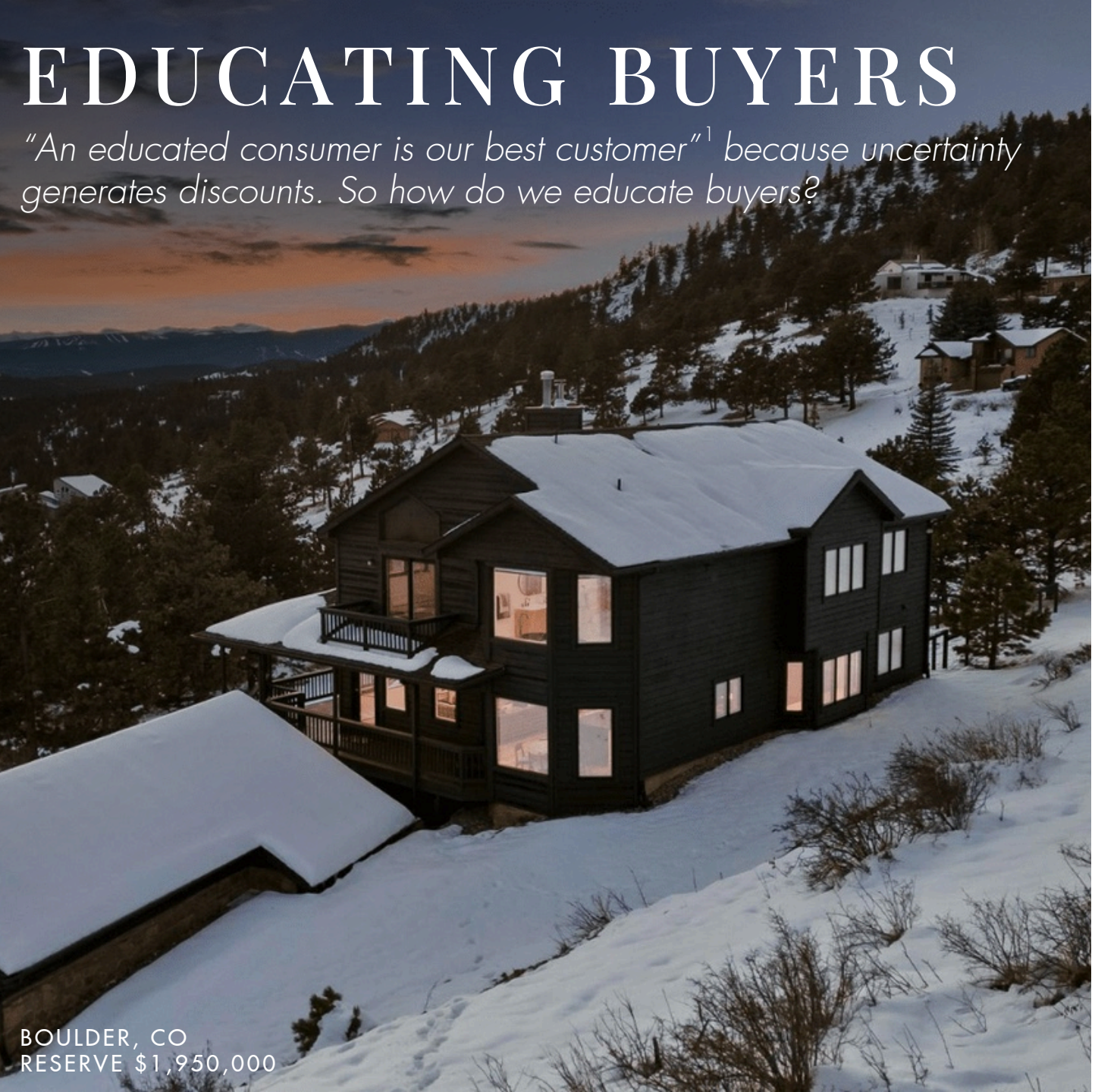
"260 ACRES OF PRIVATE, UNDEVELOPED LAND IN BEL-AIR ARE UP FOR AUCTION FOR $39 MILLION"

VIEW COMPLETE MEDIA PORTFOLIO

SUBMIT YOUR LISTING FOR REVIEW

EDUCATING BUYERS

"An educated consumer is our best customer"[1] because uncertainty generates discounts. So how do we educate buyers?



BOULDER, CO
RESERVE $1,950,000

TOUR/ACCESS

Properties are made available for physical inspection on multiple occasions in advance of the auction, so buyers have ample opportunity to visit the property along with any third-party experts.

DUE DILIGENCE

We make available substantive due diligence information for review by bidders in advance of auction, so buyers are informed.

PROACTIVE FOLLOW UP

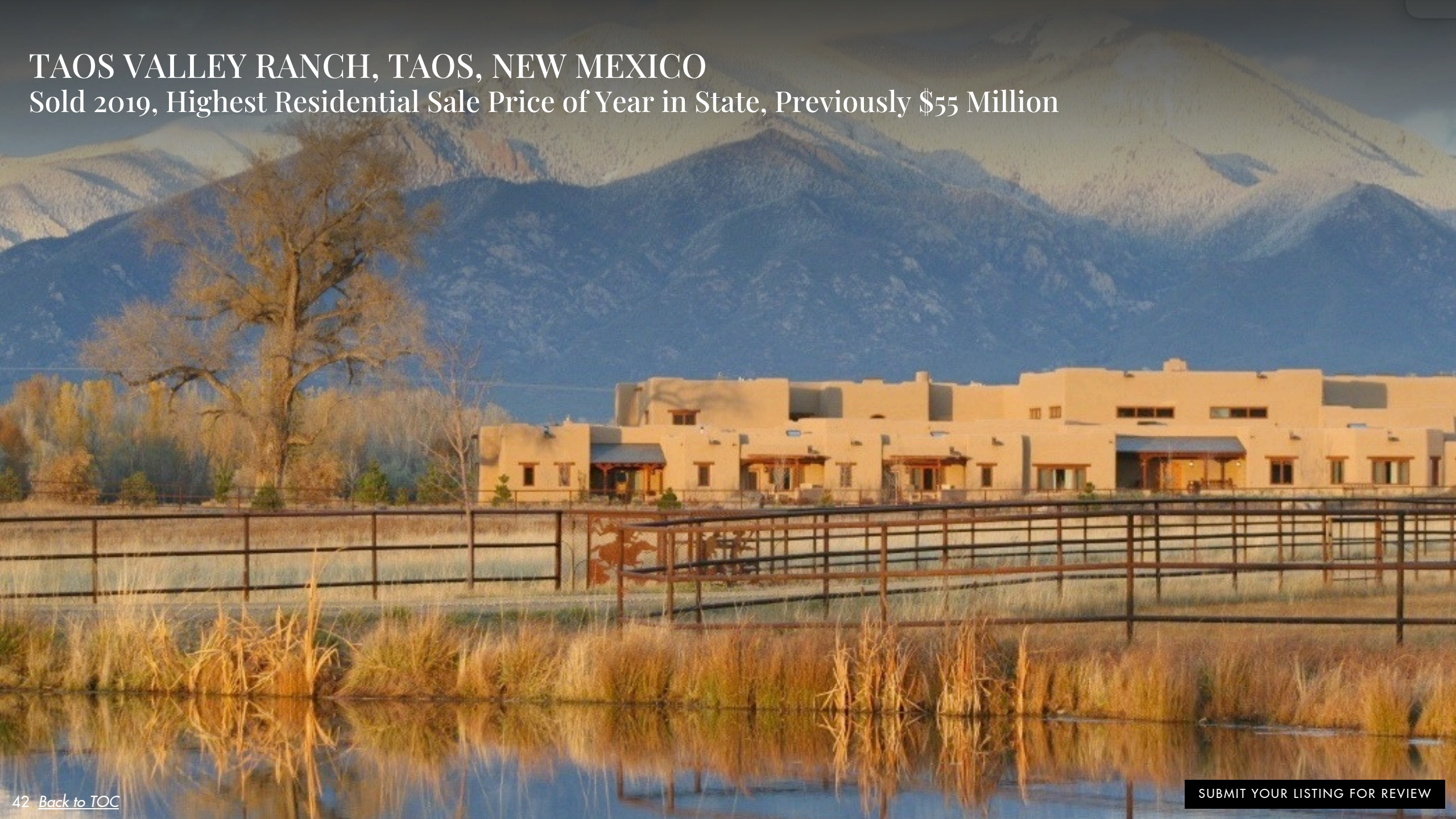
Our team proactively follows up with all interested prospects to address open questions, whether pertaining to the property or auction, and solicit participation and bids.

1. Sy Syms

SUBMIT YOUR LISTING FOR REVIEW

TAOS VALLEY RANCH, TAOS, NEW MEXICO

Sold 2019, Highest Residential Sale Price of Year in State, Previously $55 Million



SUBMIT YOUR LISTING FOR REVIEW

AUCTION FORMATS

How do we sell? What kinds of auctions do we offer?



Every Paramount auction ends in competitive bidding, in one of two formats:

SEALED BID AUCTIONS

Bidders submit private written offers, with their own price and terms, by a set deadline. This works best for special, unique or difficult-to-value properties, where value is truly subjective, including most luxury and commercial properties.

ONLINE AUCTIONS

Bidders compete openly, seeing each other's bids, until a set deadline. This works best when demand is known and value is easier to discover.

SUBMIT YOUR LISTING FOR REVIEW

AUCTION FORMATS

ONLINE VS SEALED BID



SEALED BID AUCTIONS

- Bidders must submit their bids digitally or in writing, "in the blind," by the stated bid deadline
- Bidders do not see or know what others are bidding
- Bidders can bid different prices and different terms
- This is the best way to maximize value when value is subjective
- This can be successful even if there's only one bidder

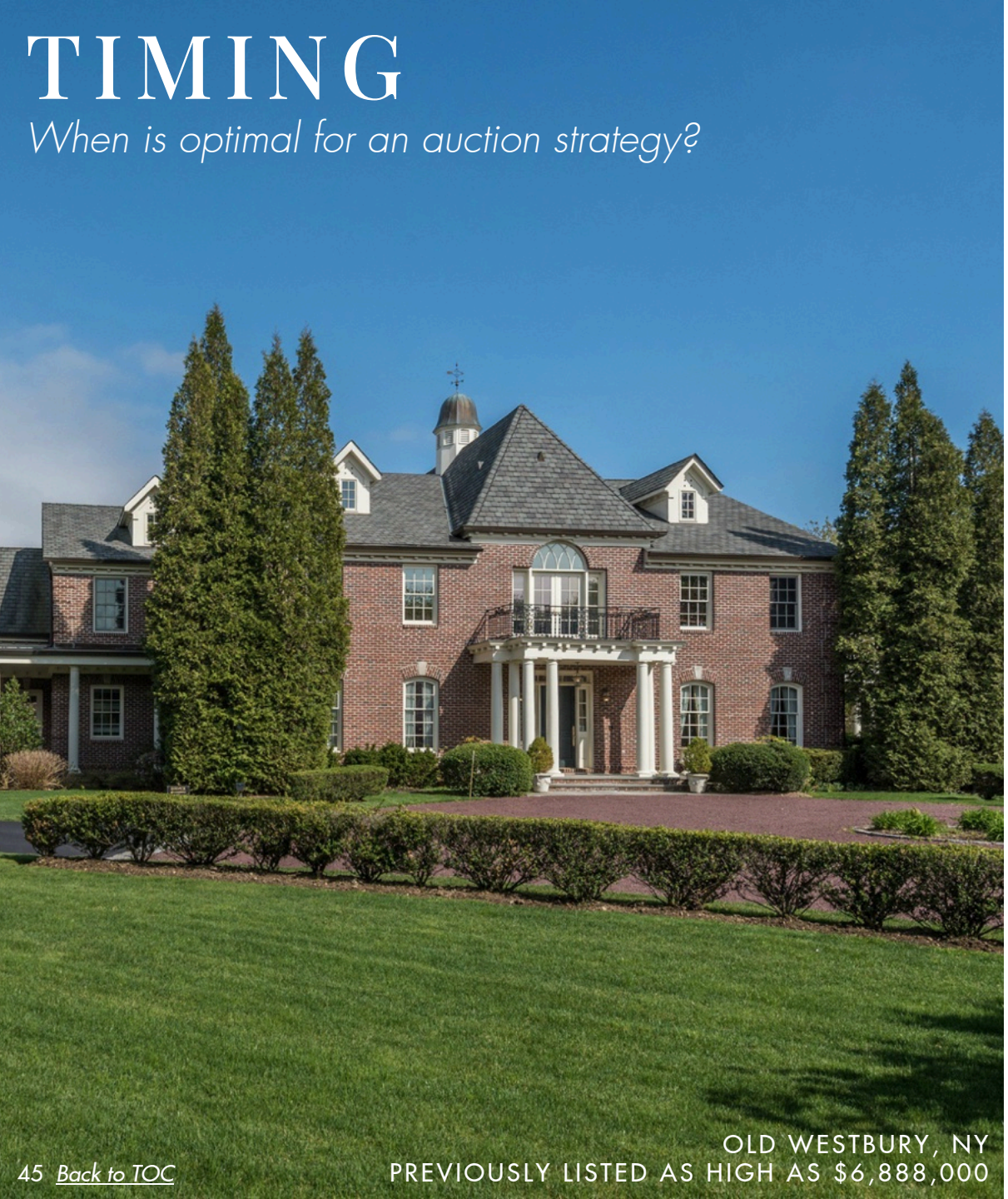


ONLINE AUCTIONS

- We implement 2 types of online auctions: Live auctions (where bidding takes place over a few minutes in real time) or Timed auctions (where bidding takes place over a defined period of time)
- Bidders see and know what other bidders are bidding
- Bidders must bid on non-negotiable terms set forth in advance by Paramount
- This format maximizes value by forcing bidders to bid their maximum in a transparent and open bidding environment

TIMING

When is optimal for an auction strategy?



OLD WESTBURY, NY
PREVIOUSLY LISTED AS HIGH AS $6,888,000

ANYTIME

An auction can be implemented at any point in the listing cycle.

INSTEAD OF PRICE REDUCTION

Rather than reduce the asking price incrementally and systematically, make a single, more meaningful price change that will encourage bidders to engage.

"STALE LISTING"

If days on market are high, or if traffic, quantity/quality of buyers, offers or activity is light, an auction can be an effective alternative approach.

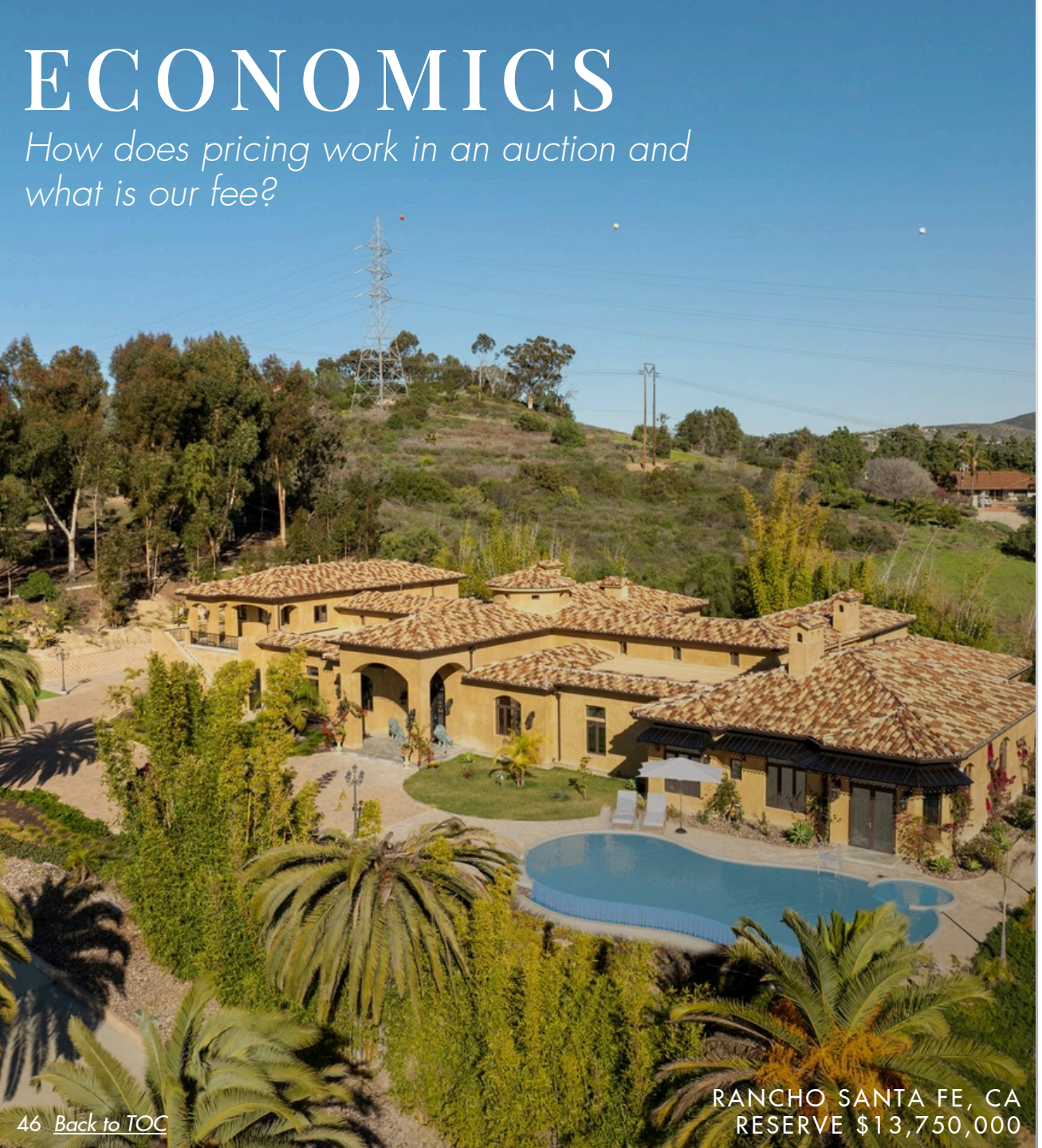
NEAR EXPIRATION OF EXCLUSIVE

Rather than changing listing agents in an effort to find a buyer, explore an auction as a new strategy.

SUBMIT YOUR LISTING FOR REVIEW

ECONOMICS

How does pricing work in an auction and what is our fee?



RANCHO SANTA FE, CA
RESERVE $13,750,000

DON'T REDUCE THE ASKING PRICE, SET A RESERVE PRICE

A traditional listing starts high, buyers offer less, and the price is reduced until it approaches market value, often after months or years on the market. An auction works the other way. A lower reserve draws more buyers than a price reduction ever could, and because that number is a floor, competition drives the price up to market value from there.

FEES

In an auction, the buyer pays a buyer's premium on top of the winning bid to arrive at the total purchase price. The seller pays Paramount a listing fee to run the auction. Agent commissions are unchanged: the listing agent is paid under their standard listing agreement and shares the fee with a buyer's broker, if any.

SUBMIT YOUR LISTING FOR REVIEW



PRIVATE CARIBBEAN VILLA, WEST END, ANGUILLA

In Contract

SUBMIT YOUR LISTING FOR REVIEW

LUXURY HOME, HEWLETT, NY

Sold $5,850,000, One of the Highest Sales in the Market Place



SUBMIT YOUR LISTING FOR REVIEW

COMMERCIAL

SUBMIT YOUR LISTING FOR REVIEW



MULTIFAMILY BUILDING IN BROOKLYN, NY

Sold Pre-Auction for $6,000,000, 13% Above Reserve

SUBMIT YOUR LISTING FOR REVIEW

SELECT COMMERCIAL TRANSACTIONS



INDUSTRIAL BUILDING
Chicago, IL
Sold $3.5M



BULK CONDO PACKAGE
Queens, NY
Sold $11.9M



MULTIFAMILY BUILDING
Brooklyn, NY
Sold $6M



COMMERCIAL OFFICE BUILDING
Brooklyn, NY
Sold $2.84M



DEVELOPMENT SITE
Staten Island, NY
Sold $10.5M



42 UNIT DEVELOPMENT SITE
Westchester, NY
Sold $3M



MULTI-PURPOSE RANCH
Taos, NM
Sold $6M



RETAIL DEVELOPMENT SITE
Long Island, NY
Sold $750,000

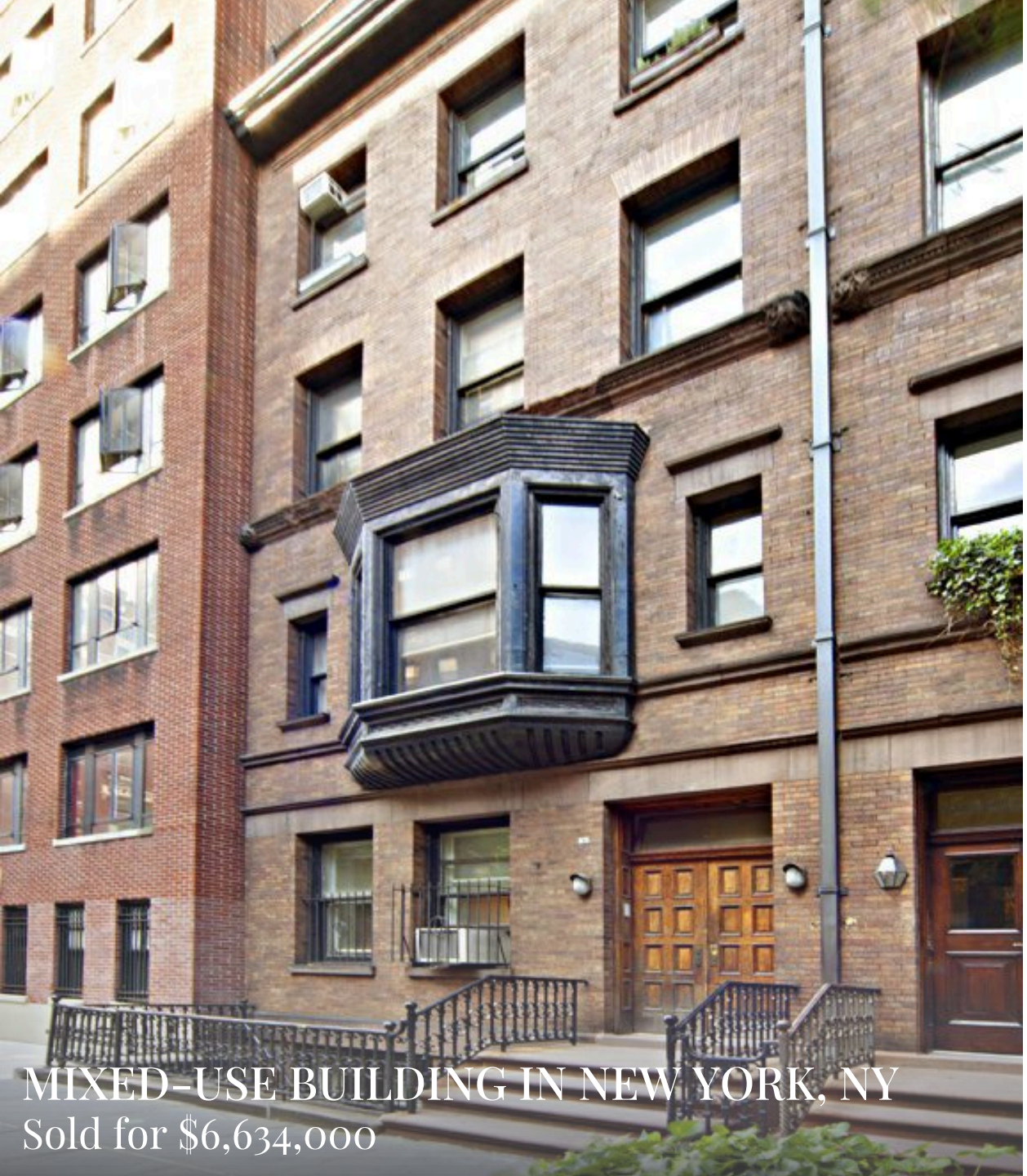


FULLY-APPROVED DEVELOPMENT SITE
Long Island, NY
Sold $675,000



DEVELOPMENT SITE
Chicago, IL
Sold $1M

SUBMIT YOUR LISTING FOR REVIEW



MIXED-USE BUILDING IN NEW YORK, NY
Sold for $6,634,000

PAST CLIENTS

Outside of our luxury/residential business, we have been retained by institutional owners, private equity firms, lenders, government agencies, and others to sell a wide array of assets. Select clients include:

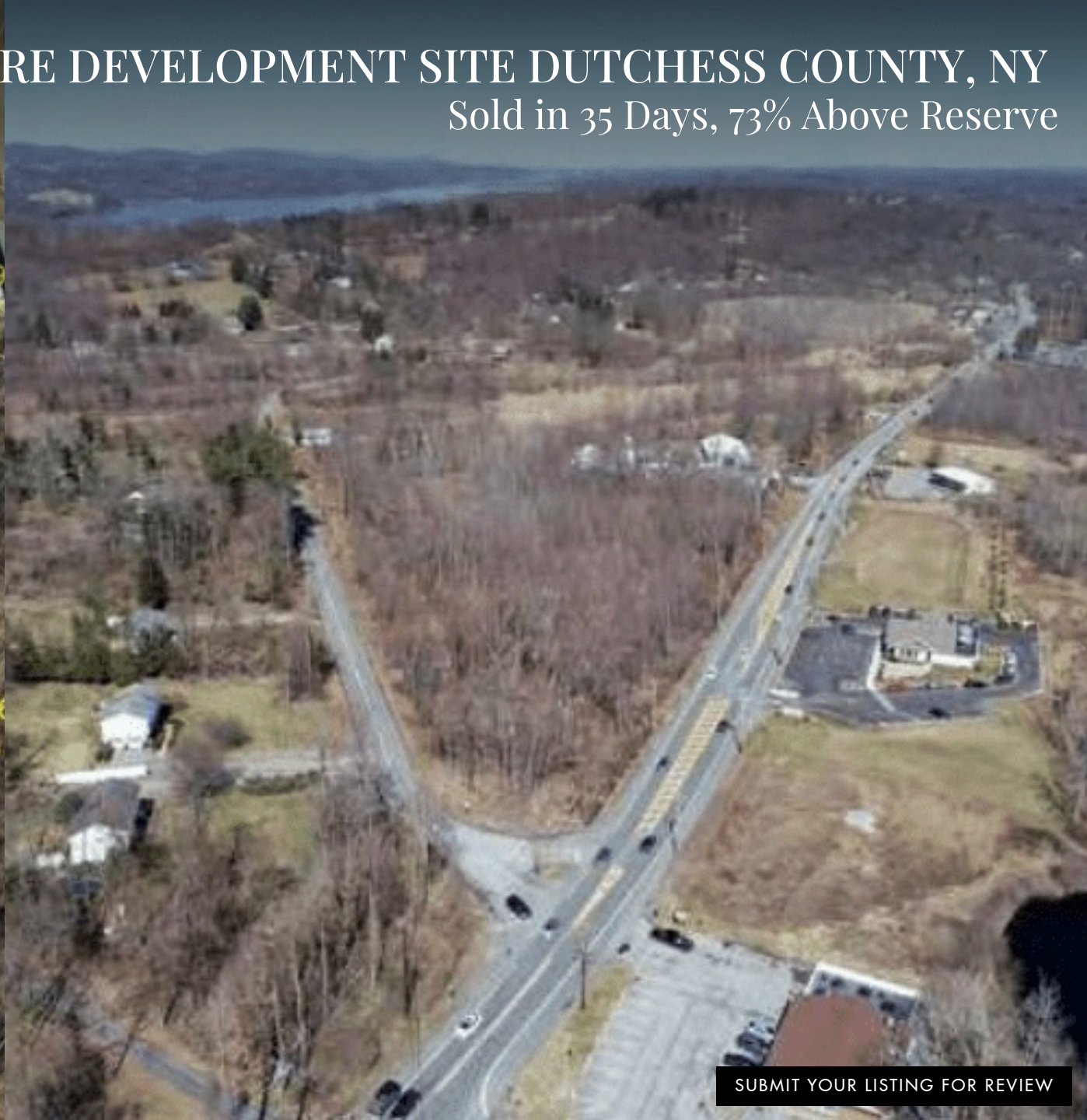
- Private equity groups such as Canyon Johnson Urban Funds
- Developers such as Megalith Capital Advisors, American Development Group and Imperial Development Group
- Government agencies such as the New York State Governor's Office of Storm Recovery
- Owners of unique properties, such as the childhood home of then President Elect Trump
- Global financial services firms such as Lehman Brothers
- Lenders such as SL Green and People's United Bank
- High net worth individuals
- Investment groups and family offices

SUBMIT YOUR LISTING FOR REVIEW

6.5 ACRE DEVELOPMENT SITE DUTCHESS COUNTY, NY

Sold in 35 Days, 73% Above Reserve





SUBMIT YOUR LISTING FOR REVIEW

GOVERNMENT AUCTION

In 2014, Paramount Realty USA secured via a rigorous RFP process a major government contract. Our firm served as sole and exclusive auctioneer and real estate advisor for the New York State Governor's Office of Storm Recovery, holding 6 major auctions from 2015 to 2019. We sold and closed by auction approximately 550 land/homes and redevelopment properties throughout New York City, Long Island and Upstate New York, generating approximately $100 million in revenue.

This is the largest government contract of its kind in the U.S.

View a brief video of one of these auctions.

Governor's Office of Storm Recovery

NY RISING

SUBMIT YOUR LISTING FOR REVIEW

Governor's Office of Storm Recovery

LETTER OF RECOMMENDATION

ANDREW M. CUOMO
Governor

LISA BOVA-HIATT
Executive Director

August 21, 2017

To Whom It May Concern:

It is with great enthusiasm that I recommend the services of Paramount Realty USA ("PRUSA").

Since 2014, I have personally worked with the managers and team members of PRUSA, in its capacity as exclusive auctioneer for the New York State Governor's Office of Storm Recovery ("GOSR"), and have found their professionalism, knowledge and expertise in their field to be outstanding. To date, PRUSA has auctioned nearly 500 properties throughout New York City, Long Island and upstate New York on behalf of GOSR and we have been extremely pleased with their work.

I appreciate PRUSA's commitment to GOSR and my staff and believe PRUSA would serve as a valuable asset to any other public agency or private company that wished to engage its services.

If you have any questions, please feel free to contact me at [redacted]. Thank you.

Sincerely,

Lisa Bova-Hiatt, Executive Director
Governor's Office of Storm Recovery

SUBMIT YOUR LISTING FOR REVIEW

THE AUCTION OPTION™: REVENUE SHARE OPPORTUNITY FOR BROKERS & AGENTS

Empowering Agents to Sell More, Sell Faster, and Earn More

DISCUSS A REVENUE-SHARE RELATIONSHIP

SUMMARY

Paramount's enterprise platform helps brokerage firms grow revenue in two ways: by converting more listings into closings, and by earning a revenue share on auction transactions in addition to regular commissions.

ENTERPRISE PLATFORM

Paramount serves as your firm's preferred auction partner. Benefits:

1

Equip agents with an additional and powerful marketing tool

2

Enable agents to win and secure extensions on exclusives

3

Help agents align seller price expectations with the market

4

Agents retain control of seller relationship while Paramount does the heavy lifting

5

Create urgency to drive faster sales

6

Earn additional revenue from Paramount on top of regular commissions

DISCUSS A REVENUE-SHARE RELATIONSHIP

MECHANICS OF THE RELATIONSHIP

1. Brokerage firm and Paramount sign a simple enterprise agreement covering all of the firm's offices and agents.
2. Implement Paramount's *Road Map* to raise awareness of The Auction Option™ among your agents.
3. When requested by listing agents or their sellers, Paramount presents. If agreeable to seller, Paramount implements auction with listing agent.
4. Sell more listings, faster, while earning revenue-share from Paramount in addition to regular commissions.

We collaborate with agents across all firms—allowing them to leverage our auction strategies and retain their regular commission. When Paramount and the brokerage firm have an enterprise relationship, the firm's agents gain access to Paramount's *Road Map* and, more importantly, listing brokers and agents benefit from meaningful revenue-share in addition to regular commissions.

DISCUSS A REVENUE-SHARE RELATIONSHIP

EXISTING ENTERPRISE PARTNERS

While we collaborate with agents across all firms, Paramount has established relationships with top firms nationwide, providing agents and enterprise partners with a trusted auction platform. Below are some of the national, regional and local firms that are already working with Paramount.

Brown Harris Stevens

COMPASS



HOULIHAN LAWRENCE

SERHANT.

SEVEN GABLES
REAL ESTATE

INTERO



LAFFEY
REAL ESTATE

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DISCUSS A REVENUE-SHARE RELATIONSHIP

ABOUT PARAMOUNT REALTY USA

Founded in 2009, Paramount Realty USA is a leading national real estate auction firm. Paramount has auctioned approximately 850 properties across the U.S., from luxury homes to commercial assets, for high-net-worth individuals, family offices, developers, private equity firms, lenders and government agencies, and its team brings more than $3 billion of auction experience. Today, Paramount maintains enterprise relationships with leading brokerage firms and works in partnership with listing agents nationwide. Learn more at prusa.com.

ABOUT OUR FOUNDER

Misha Haghani, Esq. founded Paramount Realty USA in 2009 and serves as its CEO. In more than 20 years in real estate auctions, he has marketed, sold or advised on over $3 billion of real estate by auction, part of more than $7 billion of real estate and corporate transactions in his career. Before founding Paramount, he was a director of a prominent international auction company and a corporate and real estate attorney at Milbank, representing clients such as JPMorgan Chase and the Rockefeller family. A frequent voice in The Wall Street Journal, The New York Times, CNBC and Bloomberg, Misha holds a B.S. cum laude from NYU Stern School of Business and a J.D. from Cornell Law School.



Equal Housing Opportunity. Information herein is believed reliable but is not guaranteed, and all numbers and figures are approximate. Sale prices include the buyer's premium where applicable, and records and rankings reflect available market data at the time of sale. Past results do not guarantee future outcomes. Certain transactions were completed in cooperation with other licensed brokers, and team figures include the experience of Paramount's principals before its founding. PRUSA LLC d/b/a Paramount Realty USA, Licensed Real Estate Broker. Licensing information at prusa.com. This presentation is not an offer to sell or a solicitation to buy any property; all offerings are subject to their terms of sale.

SUBMIT YOUR LISTING FOR REVIEW

REVIEWS & TESTIMONIALS

Hear directly from listing agent-partners and clients that trust Paramount with the marketing and sale of their properties. Clients include prominent and high-net-worth individuals, private equity firms, developers, family offices, lenders, government agencies, and other owners of real estate.



Paramount CEO X John McNicholas, Compass
Malibu, CA



Paramount CEO X Angela Rapoport, SERHANT
New York, NY



Paramount CEO X Scott Burman, BRE
New Jersey/New York

EXPLORE MORE TESTIMONIALS

SUBMIT YOUR LISTING FOR REVIEW

ABOUT PARAMOUNT REALTY USA

OUR MILESTONES

2009



September 18, 2009: Paramount Realty USA is officially founded by Misha Haghani.

2010



Conducted our first-ever auction for a condominium developer on Madison Avenue in Manhattan.

2011



First auction for a townhouse (in Greenwich Village) & first commercial portfolio sale.

2012



Expanded internationally with a luxury hospitality development site in Mexico.

2014

Won by RFP a monumental government contract to auction 550 land/homes and redevelopment properties.

2016



Auctioned the childhood home of President Donald Trump. And auctioned it again in 2017.

2017



Partnered with Douglas Elliman for an in-person Gold Coast auction of 6 luxury homes previously listed as high as $50M.

2017



Executed our first foreclosure auction for a West Village townhouse and our first Sheriff's sale.

2019



Auctioned Taos Ranch, originally $55M, achieving the state's highest sale price of the year.

2020



Expanded across the nation with properties in California, Hawaii, and Florida.

2021



Executed NYC's first-ever online condominium developer auction alongside Ryan Serhant.

2021



Conducted our first online co-op auction at the prestigious Parc V on Fifth Avenue.

SUBMIT YOUR LISTING FOR REVIEW

ABOUT PARAMOUNT REALTY USA

OUR MILESTONES

2022



Auctioned iconic, headline-grabbing assets including Derek Jeter's Hudson Valley Castle, Andy Warhol's NYC property, and Bel Air's 263-acre Senderos Canyon.

2023-2024



Formally launched strategic enterprise relationships with brokerage firms Compass, Brown Harris Stevens, and SERHANT.

2026



Expanded internationally into premier destinations like Anguilla and Fiji, while launching strategic enterprise partnerships with brokerage firms Houlihan Lawrence and Laffey Real Estate.

2022



Expanded into unique luxury asset classes, including St. Regis timeshares and a Long Island marina.

2025



Took the auction block to premier U.S. markets in Louisiana and Colorado, while forming strategic enterprise relationships with brokerage firms Intero and Seven Gables.

SUBMIT YOUR LISTING FOR REVIEW

PARAMOUNT REALTY USA
AUCTIONS

SUBMIT YOUR PROPERTY/LISTING FOR REVIEW

212-867-3333 | auction@prusa.com