

Canon Business Properties

Prominent California Real Estate Broker Alex Radosevic Continues to Disrupt Industry With Unique Agent-Broker 90 Percent Commission Split

Industry Leader Canon Properties of Beverly Hills, Innovator of the 90 Percent Commission Split Is Set to Add 20 New Agents Throughout the State of California

BEVERLY HILLS, Calif., August 15, 2019 (Newswire.com) -

Innovative real estate luminary Alex Radosevic is making news again, further shaking up the industry as his 90 -10 agent-broker real estate commission program continues to expand. Offering an attractive commission split to both commercial and residential agents, Radosevic's Beverly Hills firm, Canon Properties, Inc. has announced that the company will be adding 20 new agents to its team. The well-known industry leader further indicates that agents that sign on will be eligible for the full 90 percent commission from the very first day.



Industry insiders point to five-star Canon Properties as a leading real estate industry innovator, pointing out that the commission split program differs from others in a number of ways, including the fact that there are no hidden fees required of its agents and that the company is an actual brick-and-mortar business located in the heart of Beverly Hills, rather than a technology company that happens to focus on real estate that is largely Internet-based. The prestigious firm has real estate agents from throughout California. Because this formula is disruptive to the industry and represents a significant change to the venerable real estate market sector's antiquated commission formula, it is a newsworthy story that is of interest to many, both inside and outside the real estate profession.

"Everyone knows that it is the agents in the field that do almost all of the work during the real estate sales cycle, and thus, I believe they deserve the lion's share of the commission; it really isn't any more complicated than that," the Beverly Hills-based broker says. He also indicates that while there are others that advertise high commission splits favoring agents, almost all come with fees, a myriad of terms and conditions, waiting periods and often, a minimum sales and volume requirement prior to triggering the best commission tier.

“We have heard from a number of agents that feel like they got burned by affiliating with those internet-based companies that are short on real industry experience and long on hidden fees,” Radosevic says. “When I say no strings attached I mean exactly that; none, as in zero,” he added.

Not surprisingly, agents applaud Radosevic, who currently owns or manages a portfolio valued at over two billion dollars, including some of the most prestigious and well-known real estate in the country. Agents that have affiliated with his firm often list the company’s reputation, its 25 years of experience and its professionalism as reasons for joining. Radosevic himself has a solid national reputation, and is a member of the prestigious Forbes Magazine Real Estate Council. He is also a frequent speaker and invited guest at real estate conferences and events throughout the country, and enjoys a solid reputation among the real estate agents at his firm.

“I remember when I was just starting out in this business; it seemed like the harder I worked, the more frustrated I became every time the brokerage took a big chunk of the commission,” Radosevic said. “I knew that there was a better way, and I am thrilled to play a leading role in changing that paradigm,” he added. “To be honest, I hope others copy this idea, as California has among the best and most respected real estate agents in the country, and they deserve a bigger piece of the pie,” Radosevic says. He went on to say that the addition of 20 new agents will help the firm continue to grow, while increasing its reach throughout the entire state of California. He indicated that both commercial and residential agents are welcome to join, as long as they are in good standing and committed to the twin hallmarks of quality and excellence.

“Our agents have flexibility, independence, a lot more money in their pockets and an opportunity to affiliate with a proven, high profile firm that has developed a reputation for quality and excellence,” according to Radosevic. He added that there is no minimum sales requirement as is the case with other brokerages while reiterating that agents are eligible for the 90 percent commission rate from the very first day. Those interested are urged to contact the company’s Beverly Hills headquarters.

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