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Business News

Pendulum Property Group lowers real estate commissions

Scarsdale native Gregg Menell launched Pendulum Property Group, a new Westchester-based real estate brokerage with the mission of reducing transaction costs for homebuyers and sellers.



Gregg Menell

Menell, CEO and managing broker, believes residential real estate commissions remain out of control. While the internet has enabled buyers and sellers to do a lot of the legwork traditionally performed by agents, commissions have not adjusted much to reflect this change.

Pendulum intends to upset the status quo by significantly lowering commissions for sellers and delivering substantial rebates to buyers. Pendulum's commissions for sellers range from 0.875 percent to 1.25 percent vs. 2 to 3 percent charged by traditional brick and mortar agents. "Not only do current commissions far exceed the value delivered by agents, they have gotten exorbitant, especially at the high-end of the market," Menell said. "On the sale of a \$3 million home, the agent for each of the buyer

and seller often receives a commission of \$75,000. Compare that to the average annual teacher's salary in Westchester of \$92,000 or the average annual pediatrician's salary of \$200,000."

In addition to seeking to benefit its clients, Pendulum is similarly committed to helping the Westchester community with its pledge to donate, in the names of its clients, 5 percent of its profits to the PTA of the school district in which the property is sold.

"With the recent increase in mortgage rates and tax law changes impacting deductibility of mortgage interest and state and local taxes, both buyers and sellers need a break more than ever. I am glad that we can give it to them," Menell said.

Menell grew up in Scarsdale as the son of a Scarsdale real estate broker, graduated from Scarsdale High School class of '85, and returned to the area in 2006 with his wife, Jennifer, to raise a family. They live on the Mamaroneck strip and their children attend Scarsdale schools.

As an attorney with a Wharton MBA, extensive knowledge of the local real estate market and 20-plus years of experience in finance, law and business strategy, Menell knew that exceptional market insight and service could be delivered more cost effectively. In forming Pendulum Property Group, Menell is "swinging the power" back to the consumer.