

# Startup 'YELLOW' Aims to Modernize Real Estate with Online-First Approach

*Real estate gets a reset: A new platform reimagines home sales with transparency, digital efficiency, real support, and no commissions.*

PONTE VEDRA BEACH, FL, UNITED STATES, May 21, 2025

/EINPresswire.com/ -- A new Florida-

based real estate startup, YELLOW, has launched with the goal of rethinking how homes are bought and sold. Founded by self-taught developer Russell, who built the company's platform at [RussellsYELLOW.com](https://RussellsYELLOW.com), YELLOW offers a streamlined, digital-first experience that allows buyers and sellers to manage the entire process online.



# YELLOW

“

It's like buying a car — when you have the data and a clear price up front, there's no need for haggling.”

*Russell, Founder of YELLOW*

The real estate industry, long known for its high costs and traditional practices, has seen a wave of attempted disruption over the years—but few have gained lasting traction. YELLOW believes it has found a more practical model.

Unlike past efforts, YELLOW combines licensed

professionals with a fully online workflow, helping users list, stage, price, and close on homes with virtual support. The company charges a low, flat fee instead of a percentage-based commission.

“We're with buyers and sellers every step of the way,” says Russell. “From virtual staging advice to price estimates and closing coordination, we've designed the process to be simple and transparent.”

Safety and accountability are also key. Buyers are required to submit ID and a mortgage preapproval before showings are scheduled. Sellers are encouraged to use a digitally controlled lockbox to grant access safely and efficiently.

Transparency is another hallmark of the platform. Each listing includes an upfront, independent home inspection, a market-based price estimate, and a video review.

"It's like buying a car - when you have the data and a clear price up front, there's no need for haggling," Russell says. "Transparency takes the drama out of the deal."

Though YELLOW is currently available only in Florida and has just begun onboarding listings, its model reflects a growing appetite for simplicity and cost-efficiency in real estate.

Learn more at [www.RussellsYELLOW.com](http://www.RussellsYELLOW.com).

About Russell's YELLOW, Inc.

YELLOW is a real estate platform based in Ponte Vedra Beach, Florida. The company helps homeowners buy or sell properties online with virtual support from licensed agents and a flat-fee pricing model. YELLOW is currently available in Florida.

B Russell

Russells YELLOW

[email us here](#)

Visit us on social media:

[Instagram](#)

[Facebook](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/814779986>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.