

Waymark Real Estate Takes Flat Fee MLS Beyond the Listing

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SAN ANTONIO, TX, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Waymark Real Estate](#) Takes [Flat Fee MLS](#) Beyond the Listing

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Flat fee MLS has made it easier for homeowners to sell without hiring a traditional listing agent. Sellers can pay a fixed price, put their home on the MLS, and reach buyers on the major real estate sites.

Getting listed is only part of selling a house.

Sellers still have to make pricing decisions, complete disclosures, evaluate offers, understand contract terms, respond to repair requests, track deadlines, and make it to closing. Waymark Real Estate was built to help sellers handle that work without turning the sale over to a traditional listing agent.

Waymark Real Estate is a full transaction FSBO platform that blends AI tools with licensed broker support from pricing through closing. Homes are listed on the MLS through a licensed Texas real estate broker. Sellers remain in control of their sale and have tools and professional support available as the sale moves forward.

The platform helps sellers research pricing, prepare their listing, work through the Texas Seller's Disclosure Notice, review offers, understand contract terms, evaluate repair requests, track important dates, and prepare for closing.

"We kept coming back to the same problem," said Michael Marelli, founder of Waymark Real Estate and a licensed Texas real estate broker. "Getting a home on the MLS has become pretty easy. Selling the house is the hard part. We built Waymark for everything that comes with it."

Waymark plans start at \$699 and do not include a percentage listing commission at closing.

One of the homes currently listed through Waymark is priced at \$524,000. Three percent of that price is \$15,720. That math is one reason sellers are taking a closer look at how listing fees are calculated.

Waymark uses AI for work that can be made faster and easier with technology. That includes organizing property information, helping prepare listing content, explaining documents, reviewing information, and keeping track of the steps involved in a sale. Licensed broker support is available for decisions where experience and professional judgment matter.

The platform is designed for homeowners who are comfortable taking an active role in their sale but do not want to figure out every part of a real estate transaction on their own.

For sale by owner has long appealed to homeowners who want more control over the sale and the cost of selling. Flat fee MLS expanded that option by giving sellers access to MLS exposure without a traditional listing agreement. Waymark adds tools and professional support for the work that comes before and after the listing goes live.

Interest in alternatives to percentage based listing commissions has grown as consumers have become more aware of how real estate fees work. Changes following the 2024 National Association of Realtors settlement brought additional attention to commissions and the different ways consumers can buy and sell real estate.

Waymark currently serves sellers in San Antonio, Austin, Houston, and Dallas. Homes listed through the platform are submitted to the applicable local MLS and distributed to major consumer real estate websites.

The company plans to expand beyond Texas through a licensing model built around local real estate professionals. Waymark plans to license its technology to experienced agents and brokers who know their local markets. They would use the Waymark platform to serve sellers in their area, giving homeowners access to the same AI tools and selling process with professional help available from someone who understands the local market.

"Real estate is still local," Marelli said. "Technology can handle a lot of the work, but when a seller needs professional judgment, I want that advice coming from someone who actually knows their market."

More information about Waymark Real Estate and its home selling platform is available at <https://waymarkre.com>.

About Waymark Real Estate

Waymark Real Estate is a licensed Texas real estate brokerage and full transaction FSBO platform. Waymark blends AI tools with licensed broker support from pricing through closing. The company currently serves homeowners in San Antonio, Austin, Houston, and Dallas and is brokered by Marelli Properties, TREC 639078.

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