1 Percent Lists Indiana Upends Real Estate with New Downtown Columbus Headquarters & Multi-City Footprint

Strategic Relocation to 223 Washington St Accelerates Regional Growth and Agent Recruitment Drive for Disruptive, Equity-First Brokerage



1 Percent Lists Indiana logo

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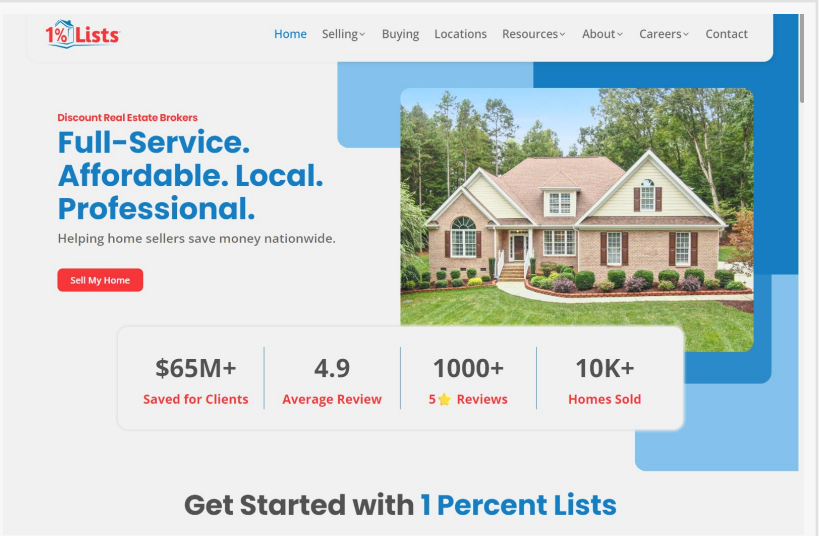
COLUMBUS, IN — September 17, 2026 — 1 Percent Lists Indiana Real Estate today announced a decisive escalation in its mission to democratize the real estate process with the opening of its new headquarters at 223 Washington St. in downtown Columbus. This expansion from the firm's previous National Road location marks the brokerage's second major physical hub in the state, complementing its established presence in Indianapolis and signaling a rapid scaling of its disruptive, tech-integrated business model across Central Indiana.

> The market response to our model has been transformative. Our move to Washington Street ensures sellers in Columbus and beyond have access to a smarter, more profitable way to trade real estate."
>
> *Drew Wyant, Broker/Owner of 1 Percent Lists Indiana Real Estate*

Strategic Expansion: Scaling the Equity-First Movement
The relocation to the heart of downtown Columbus is a direct response to a surge in transaction volumes and the market's overwhelming adoption of the brokerage's "equity-first" philosophy. By transitioning from 3183 N National Rd to the larger 223 Washington St headquarters, 1 Percent Lists Indiana has established a high-tier infrastructure capable of supporting a sophisticated team of Realtors and a growing portfolio of listings.

This move is more than a change of address; it is the cornerstone of a regional growth strategy designed to reclaim homeowner equity. In the 1 Percent Lists model, "equity-first" means a

fundamental commitment to ensuring that the homeowner retains the lion's share of their property's appreciation, rather than seeing it consumed by antiquated commission structures.



New 1 Percent Lists Homepage



The 1% Model: Upending Traditional Industry Economics
In an era where homeowners are increasingly tech-savvy and cost-conscious, 1 Percent Lists Indiana provides a radical alternative to the status quo. By offering a comprehensive listing service for a 1% fee on the listing side—contrasted against the industry's traditional 2.5% to 3% standard—the brokerage has already contributed to the more than $65 million saved for clients by the national brand.

Crucially, the firm rejects the "discount" stigma by maintaining elite service standards. Every listing receives a full-service suite of professional resources to ensure maximum market impact:

Full-Service Standard Features:
• Professional Photography: High-end visual storytelling to capture buyer attention immediately.
• MLS Placement: Massive reach via the Multiple Listing Service and major real estate portals.
• Expert Contract Negotiation: Senior-level representation to navigate complex offers and counter-offers.
• End-to-End Transaction Management: Meticulous oversight from the initial consultation to the closing table.

Technology-Driven Efficiency and Operational Philosophy
The brokerage's ability to offer premium services at a fraction of the cost is powered by a rejection of antiquated, low-yield practices. By stripping away the bloat of traditional real estate marketing, such as expensive print campaigns and underperforming open houses, 1 Percent

Lists Indiana focuses its resources where modern buyers actually live: digital platforms and search engine optimization (SEO).



Commitment to Efficiency: We replace obsolete real estate habits with digital-first strategies and proprietary technological integration, focusing on high-impact exposure that allows us to pass massive operational savings directly back to the homeowner.

Strategic Recruitment: A High-Volume Hub for Elite Agents
As the brokerage scales, it is aggressively recruiting local Realtors who are eager to escape the low-volume, high-overhead friction of traditional firms. The new Washington St. headquarters serves as a central hub designed for high-performance agents, providing the digital-first tools and SEO-driven lead infrastructure necessary to manage significantly higher transaction volumes. This model allows agents to focus on closing deals rather than administrative hurdles, making 1 Percent Lists Indiana the premier destination for the region's most ambitious real estate professionals.

Leadership Insights: A Vision for Central Indiana
Broker/Owner Drew Wyant, a veteran professional with a proven track record across both the Columbus and Indianapolis markets, continues to spearhead the firm's expansion. As the owner of both the Columbus and Indianapolis (Guilford Ave) locations, Wyant's dual-market expertise provides 1 Percent Lists Indiana with a unique competitive advantage.

"The market response to our model has been nothing short of transformative," said Drew Wyant. "This new office provides our growing team with a sophisticated, central location to meet with clients and manage the increasing volume of business we are seeing. Our move to Washington Street is a commitment to the convenience and equity of our clients, ensuring that sellers in Columbus and beyond have access to a smarter, more profitable way to trade real estate."

About 1 Percent Lists Indiana Real Estate
1 Percent Lists Indiana Real Estate is a veteran-owned, full-service brokerage dedicated to

upending traditional real estate economics across Central Indiana. Locally owned and operated by Drew Wyant, the firm is a high-performance franchise within a national network that has achieved over 10,000 homes sold and more than 1,000 five-star reviews. By leveraging cutting-edge technology and digital marketing to reduce overhead, the brokerage provides elite seller representation for a flat 1% listing fee, reclaiming thousands of dollars in equity for every client served.

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