



A Brief History — Storyline

Explore the storied rise of Rivalution: how a single business defied all expectations and forever changed the way real estate is purchased and sold.

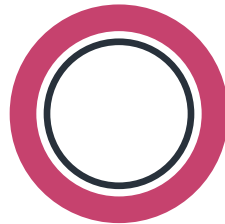
April 11th 2018

April 23rd, 2024

October 27th, 2025



Industry Journey
Began



Rivalution
Founded



Official Process
Revealed

The founder, Matt, officially began the real estate journey as a licensed agent.

Determined to maximize personal sales performance, he immediately and thoroughly applied himself to learning not only real estate, but the underlying mechanics and systems engineering driving the industry.

That increasingly monumental and time-consuming task was inherently filled with struggle; however, it was during this constant struggle and relentless pursuit, that major flaws within the current system became apparent — not only professionally but for consumers as a whole.

Naturally, friction between personal and industry principles gradually splintered into less reliance on the existing system and more reliance on independent efforts.

As a result, Matt's resolve only strengthened, and positive change became inevitable.



Rivalution was founded as a powerful alternative, or rival solution, to the historically-limited options presented to consumers of real estate.

This formal founding date represented the culmination of roughly six years of ongoing high-level research, which was otherwise invisible or unknown to the majority of people throughout that time.



Although industry regulations tightly restrict innovation, and consumer options indirectly, Rivalution still managed to deliver a qualified alternative process in response to both massive consumer demand and obvious necessity.

A unique solution was quietly provided to the industry that was never presented before — definitely not presented in the same way.



From this date forward, a period of fine-tuning and refinement of the Rivalution process intensified in order to continue improving the quality and overall experience, while marketing efforts remained minimal.



The Rivalution process was officially introduced and revealed to the public for the first time.

During the previous developmental stage, most of the process was refined silently and not widely known or advertised.




This date represented a pivotal moment for the industry by redefining how real estate was regularly purchased and sold — something that largely remained unchanged for over a century.

Among other benefits, now consumers had the freedom to decide whether being represented by a real estate agent was truly in their best interest.



Finally, the voices of both consumers and professionals ultimately triumphed.



The Next Chapter