



Attorney General

Josh Stein

Protecting North Carolina Homeowners

PROBLEM: Thousands of vulnerable North Carolina homeowners are being tricked into signing oppressive, long-term agreements with real estate firm MV Realty.

MV Realty is a national company that uses an alleged predatory business model to target seniors and financially insecure homeowners. The firm has signed up more than 2,100 North Carolinians to its “Homeowner Benefit Program” since 2020. MV Realty allegedly targets homeowners facing financial hardships through online ads, robocalls, and texts. The company claims it will pay a homeowner a small upfront cash payment with “no catch” if the homeowner agrees to use MV Realty as their listing agent when they later sell their home. But MV Realty doesn’t tell homeowners that if they accept this deal, they are locked into exclusive 40-year agreements that even survive their deaths.

MV Realty also places a lien on the homeowner’s property to enforce its agreement, making it difficult or impossible for homeowners to sell their homes or tap into equity. If a homeowner wants to end the agreement, MV Realty charges them a penalty that can be more than 10 times the upfront payment they received. MV Realty has even filed lawsuits against homeowners to prevent them from selling their homes and to collect its penalty.

Examples of North Carolina Homeowners Exploited by MV Realty			
Homeowner Location	Upfront Cash Payment	MV Realty’s Penalty	Difference
Rural Hall, NC	\$890	\$11,714.40	Over 13x upfront payment
Winston Salem, NC	\$530	\$5,887.20	Over 11x upfront payment
Clayton, NC	\$800 to \$900	\$12,503	More than 13x upfront payment

Source: NC vs. MV Realty Complaint, Exhibits 4-6 and Preliminary Injunction exhibits

LEGAL SOLUTION: Attorney General Josh Stein filed a lawsuit against MV Realty to put the company out of business.

The Attorney General’s lawsuit alleges that MV Realty violated North Carolina laws prohibiting unfair and deceptive practices, usurious lending, abusive telephone solicitation practices, and unfair debt collection practices by tricking homeowners into signing these misleading, 40-year real estate agreements. The North Carolina Department of Justice (NCDOJ) has received more than 40 complaints about MV Realty’s practices and is seeking preliminary and permanent injunctions, restitution for consumers, and other monetary penalties.

LEGISLATIVE SOLUTION: NCDOJ is working with state lawmakers to pass a law that ensures other companies can’t copy MV Realty’s fraudulent playbook.

The Unfair Real Estate Agreements Act (H422/S344) prohibits oppressive, long-term “Right to List” service agreements that purport to run with the land, create a lien or security interest on a homeowner’s property, or are otherwise assigned without the homeowner’s clear consent. The bill is sponsored in the House by Reps. Kyle Hall, Charles Miller, Hugh Blackwell, and Vernetta Alston, and in the Senate by Sens. Joyce Krawiec, Brad Overcash, and Paul Lowe. The legislation, which the North Carolina Department of Justice helped draft, is supported by AARP, the NC Land Title Association, The NC REALTORS, NCDOJ, the NC Bar Association, the NC Real Estate Commission, and Zillow. H422 unanimously passed the North Carolina House of Representatives in April 2023.