Propertunist
REAL TIME. REAL RESULTS. REAL ESTATE.

Opportunity Summary

What is Propertunist?

An online marketplace that allows for the complete automation of real estate transactions. Buy, sell, and fully orchestrate the closing completely online!
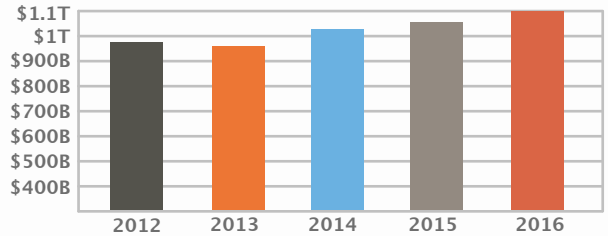
Market Overview

Issues

- Lengthy buying transactions (45 day avg.).
- Antiquated, highly manual industry doesn't resonate with modern buyers and sellers.
- High selling fees, often with debatable value.
- Delayed closings due to lack of oversight.
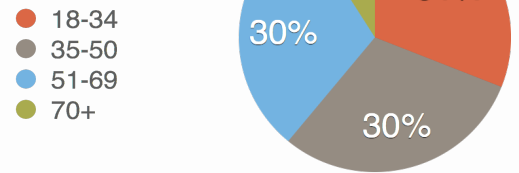- Difficulty sourcing vetted 3rd party providers.

Trends

- The changing demographic profile of buyers and sellers will increase online expectations and drive the growth of Web–based solutions.
- Rentals are becoming less attractive as rates increase and buyers seek housing investments.
- Interest rates will foster ongoing market health.

Total Market

$1.1T, $1T, $900B, $800B, $700B, $600B, $500B, $400B — 2012, 2013, 2014, 2015, 2016

Average Participant Age (2015)

- 18-34 — 31%
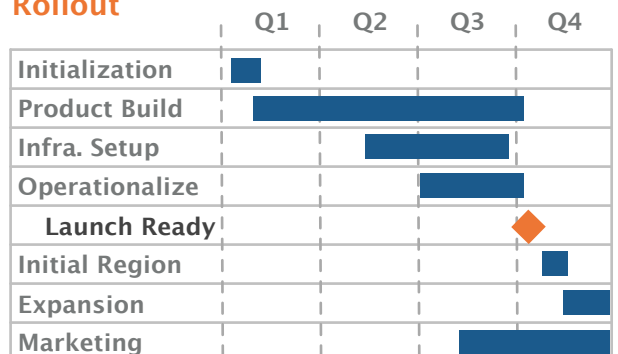- 35-50 — 30%
- 51-69 — 30%
- 70+ — 9%

Product Overview

Key Features

- **Online marketplace** to list and discover potential properties. 🛒
- **Automated oversight** and complete choreography of the entire sales process.
- Online contracts with eSignature coupled with electronic banking enables **fully Web–based closings.** 🛒
- Support for critical service provider roles such as inspectors, title search companies, and legal counsel to provide **an up-to-date view of the sale process.** 🛒
- Matching service that **connects buyers and sellers with curated service providers.** 🛒
- Online collaboration center that **fosters communication and transparency.**

🛒 Revenue Drivers   Key Differentiator

Rollout

	Q1	Q2	Q3	Q4
Initialization				
Product Build				
Infra. Setup				
Operationalize				
Launch Ready				
Initial Region				
Expansion				
Marketing				

Investment

- Initialization — 3%
- Product Build — 76%
- Infrastructure — 5%
- Marketing — 12%
- Legal — 4%