



HOME61

Real Estate marketplace

Better, Simpler, Smarter Real Estate

“ *I do want a real estate agent to help me through this complex process and to make sure I don't get ripped off. But just like the rest of the products and services I use, I expect transparency and flexibility.* ”

Open letter from millennials to the real estate industry

COMPANY OVERVIEW

2016

\$44M

In sales

Profitable

Unit economics

\$1.2M

In revenues

x2

YOY Growth

\$568K

In gross margin

10%

Contribution margin

416

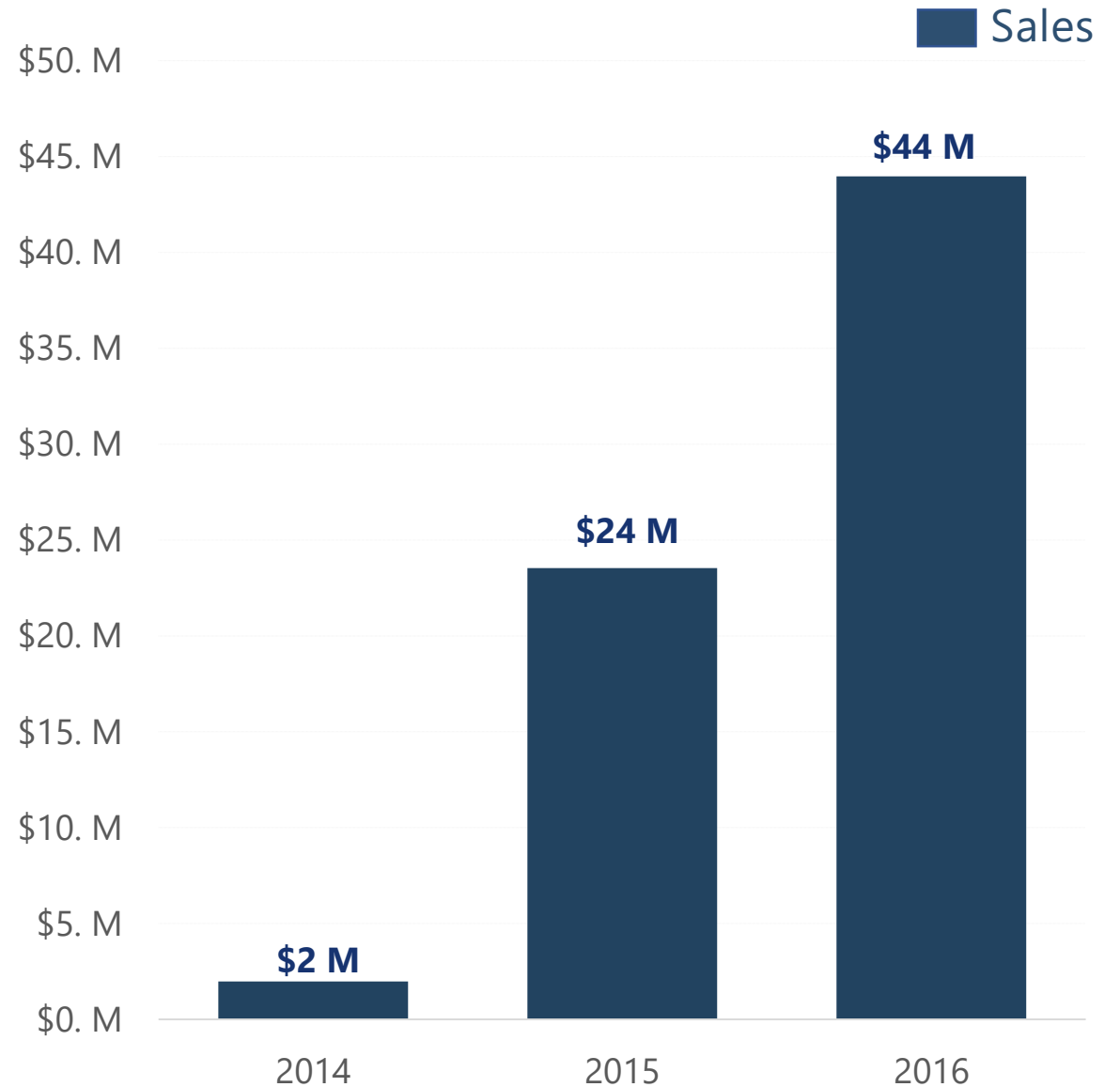
Transactions

30

Agents

Industry

Residential Real Estate Industry



EXPECTED GROWTH

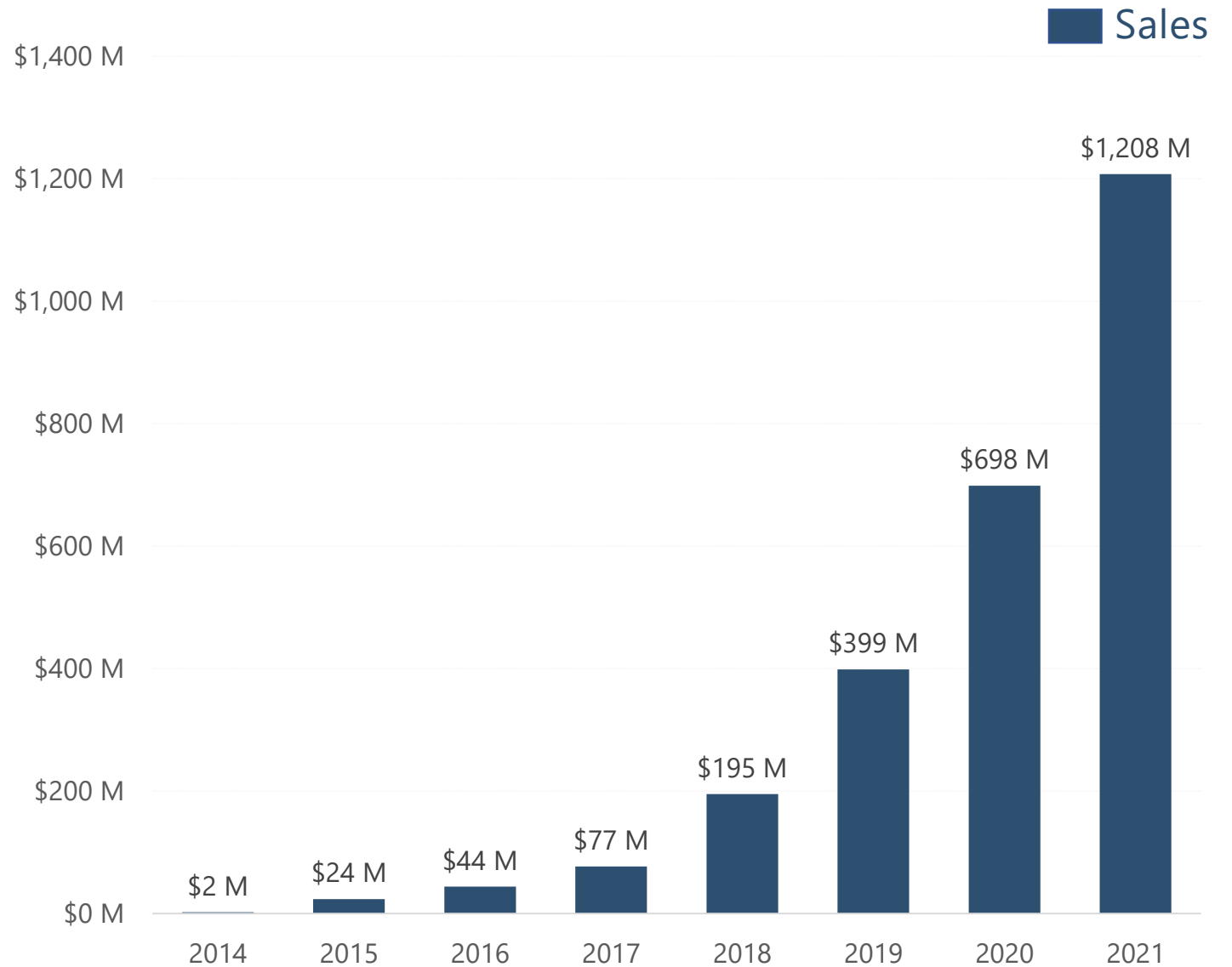
5 Year forecast



\$1 Bn in Sales



2 New Cities

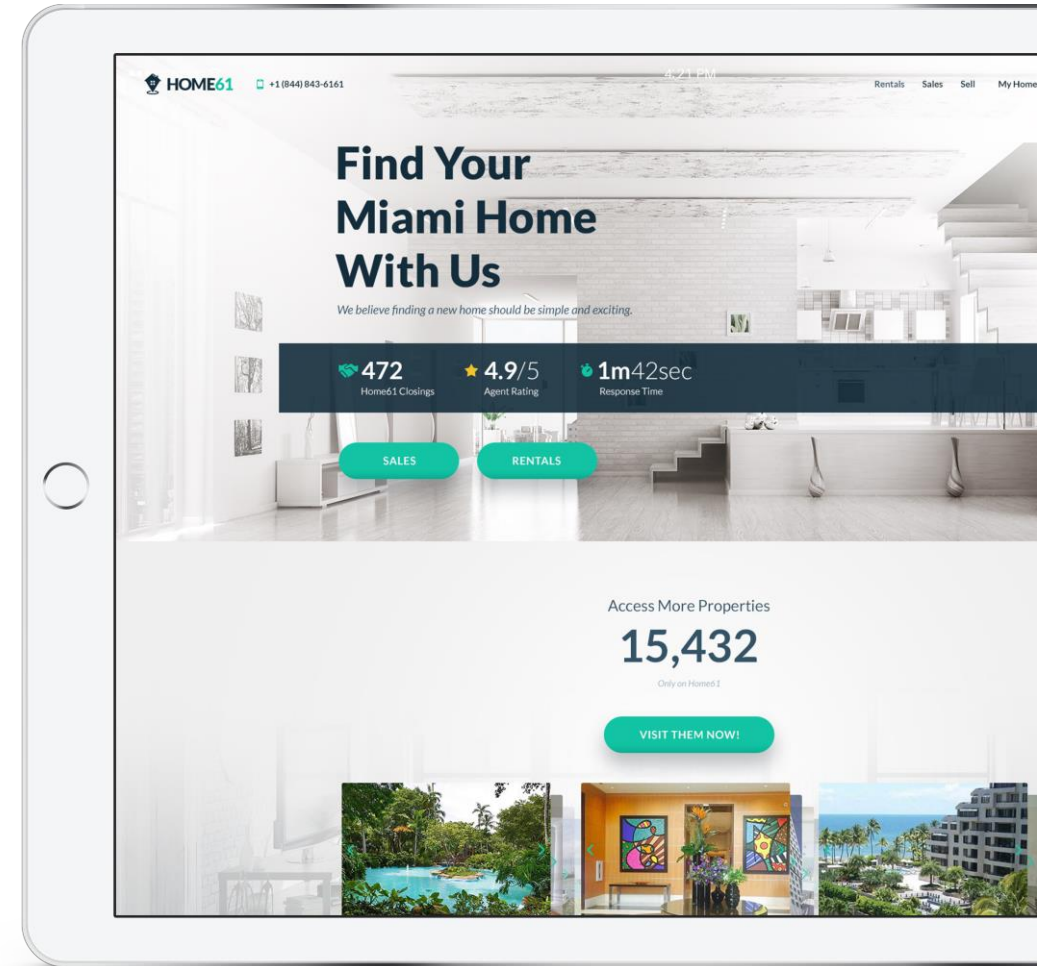


HOME61 IS FUNDAMENTALLY DIFFERENT

A proven business model that generates profitable unit economics

We built a marketplace where clients and agents interact rapidly and efficiently

A great experience for clients and a sustainable business for agent



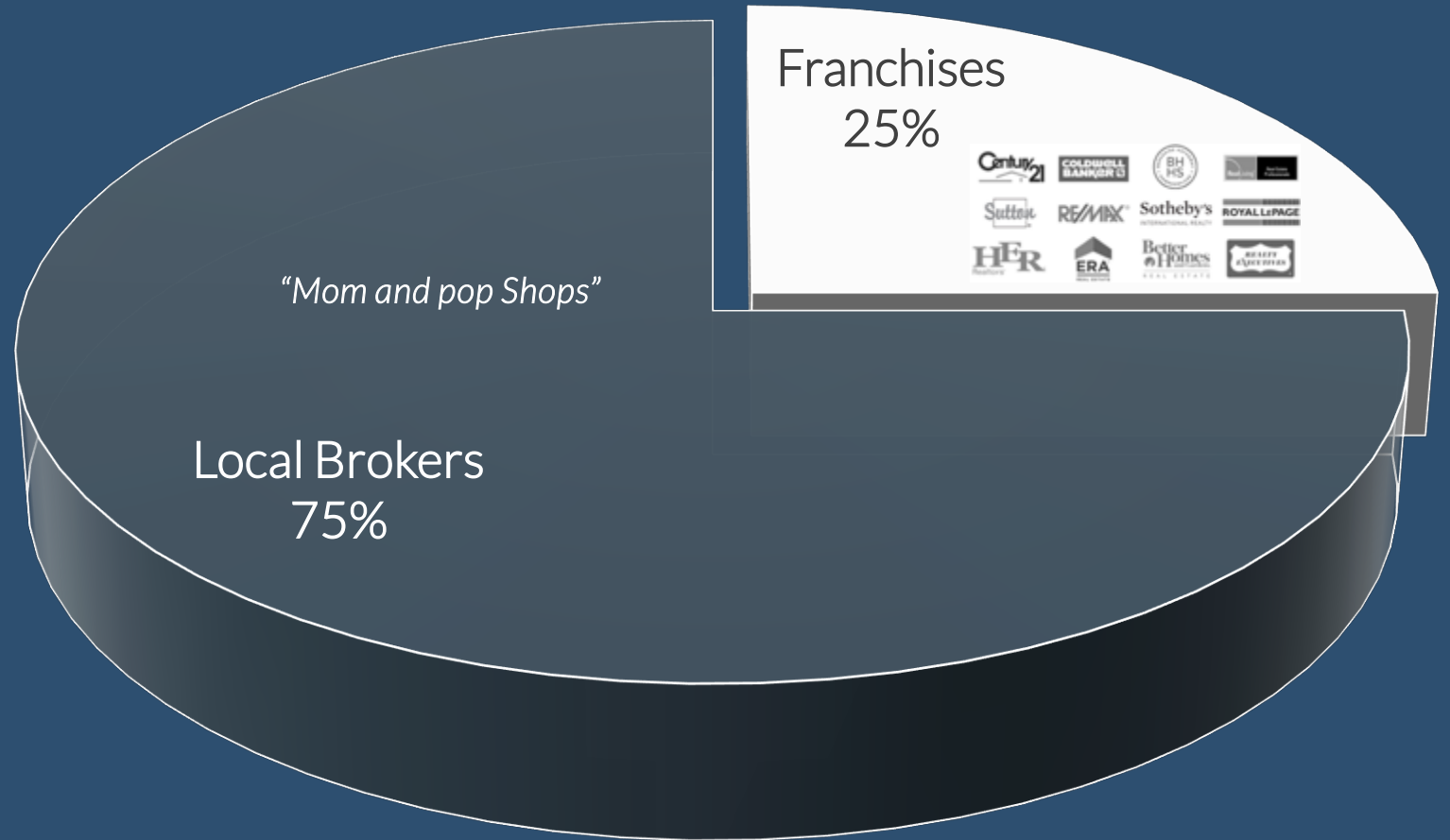
A HUGE OPPORTUNITY

USA Residential Real Estate



\$60Bn

In revenues



Buyer Search platform: Zillow, trulia, realtor.com

Agent Search platform: Homelight, zillow, trulia,...

Hybrid, Online brokerage: Refin, Compass, Triplemint,...

PROBLEM : BUYING | SELLING A HOME IS A HASSLE



COMPLEX TRANSACTION

Property search, offers, contracts, contingencies, Inspections, title search, liens, FHA, conventional and jumbo mortgages, HOA's,....



NO TRUST IN AGENT

No quality standards
No online reputation
Lack of transparency
Unprofessional



OUTDATED TECH

No investment in technologies
Local websites are old and out of touch
No back office processes

SOLUTION: A TECH POWERED BROKERAGE



A TRUSTED SOURCE

Service standardization - Uberization
All-in-one source with simplify processes
In-house transaction coordinator, real estate lawyer,...



FULL TRUST IN AGENT

Mandatory On-boarding
On-going training
Online profile, reviews and past transactions



NEW TECHNOLOGY

Full transparency on offers
100% available listings
Property data analytics
Ubiquitous features

HOME61 ECOSYSTEM GENERATES VALUE FOR EVERYONE

A Better, simpler and smarter experience for buyer and sellers

More Revenues, more professionalism for agents



HOME61 EXPERIENCE

SELECT YOUR PROPERTY



Our algorithm matches you instantly with our agent best suited for your need.

MEET YOUR AGENT IN MINUTES.

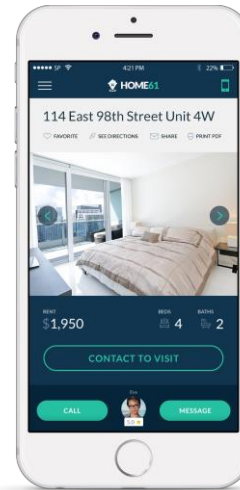


Eva Cavero

Miami Beach, South Beach,
North Miami



CONTROL ALL IN ONE PLACE



MOVE IN YOUR HOME



SIMPLE

100% of properties available within a click using data analytics target the right home

FULL TRANSPARENCY

Access past transactions, rating and reviews instantly.

CONVENIENCE

Schedule, rate, make offers, track deals all in one place. No apps needed.

GREAT EXPERIENCE

All your needs solved. A better, simpler and smarter Real Estate.

OUR CLIENTS LOVE US



Reviewed by over 1,200 clients.

ACHIEVING SOLID AGENTS RETENTION

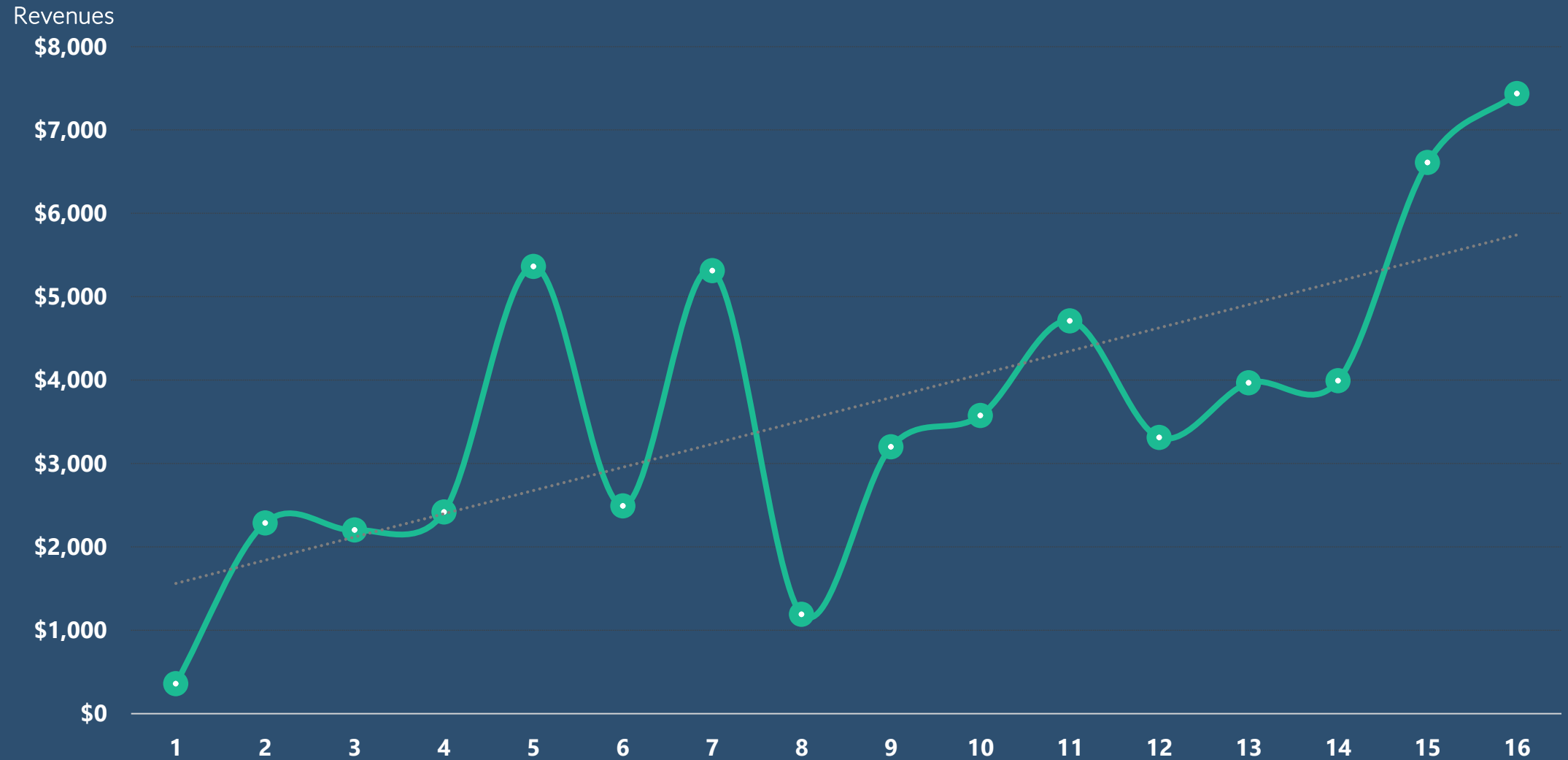
Agents retention by cohort

FROM ALL AGENTS RECRUITED IN 2015, 88% OF THEM ARE STILL WITH US

	0	1	2	3	4	5	6	7	8	9	10	11	12
From 2015	100%	100%	100%	94%	94%	94%	94%	88%	88%	88%	88%	88%	88%
Feb-16	100%	100%	100%	100%	100%	100%	67%	67%	67%	33%	33%	33%	
Mar-16	100%	100%	100%	100%	100%	100%	100%	100%	100%	50%	50%		
Apr-16	100%	100%	100%	63%	50%	50%	50%	50%	50%	50%			
May-16	100%	100%	100%	67%	33%	33%	33%	33%	33%				
Jun-16	100%	100%	100%	100%	100%	100%	100%	100%					
Jul-16	100%	100%	100%	0%	0%	0%	0%						
Aug-16	100%	100%	100%	100%	100%	100%							
Sep-16	100%	100%	100%	100%	100%								
Oct-16	100%	100%	100%	100%									
Nov-16	0%	0%	0%										
Dec-16	100%	100%											

WITH REVENUE GROWTH FOR AGENTS

Average agents revenues by cohort



HOME61 IS A ROBUST SOURCE OF INCOME FOR AGENT

With less than 3 transactions per year on average, being an agent with a regular broker is not sustainable.

WHY AGENTS LOVE HOME61?

- We generate 95% of their business and we create their referral network
- We train them to become professionals
- We launch their career.

RESULTS

- They close 7x more deal than their peers
- They earn 3x more the first year
- Over 80% retention after 12 months

15.80

Transactions on Year 1

X 7

Market average




\$40.3K

First year Revenues

HOME61 TAKE RATES

	SALES TRANSACTION	RENTAL TRANSACTION
Commission Buyer side	3%	$\frac{1}{2}$ Month Rent
Commission Owner side	3%	$\frac{1}{2}$ Month Rent
Commission Both side	6%	1 Month



WITH STRONG UNIT ECONOMICS

Since Inception

	\$	%	Comments
AOV	106,687		GMV per transaction
Revenue Per Transaction	3,033.4	2.8%	Take rate : Net revenue
Commission Paid	(1,604.0)	52.9%	Commission Paid to Agents
Marketing Acquisition	(956.6)	31.5%	Online marketing Spending for leads
Cost Per Transaction	(2,560.5)	84.4%	
Contribution	472.9	15.6%	

IT'S TIME TO EXPAND TO NEW CITIES



5.49 Million
Transactions



\$232,000
Median Sales Price



3.6 Months
Inventory

10 Cities represents a \$13.8 Bn opportunity

City	# Sales Transactions *	Median Sale Price*	Market Size	Home61 Opportunity**
<i>Miami</i>	<i>125,897</i>	<i>\$ 225,750</i>	<i>\$28.4 Bn</i>	<i>\$1.7 Bn</i>
Los Angeles	83,271	\$ 538,500	\$44.8 Bn	\$2.7 Bn
Washington	90,707	\$ 358,150	\$32.5 Bn	\$2.0 Bn
Chicago	132,058	\$ 211,750	\$28.0 Bn	\$1.7 Bn
Phoenix	90,417	\$ 214,300	\$19.4 Bn	\$1.2 Bn
Denver	59,045	\$ 303,550	\$17.9 Bn	\$1.1 Bn
Dallas	86,623	\$ 206,050	\$17.8 Bn	\$1.1 Bn
Atlanta	85,021	\$ 192,735	\$16.4 Bn	\$1.0 Bn
Philadelphia	72,574	\$ 214,508	\$15.6 Bn	\$0.9 Bn
Houston	37,122	\$ 240,152	\$8.9 Bn	\$0.5 Bn
	862,735	2,705,445	\$229.7 Bn	\$13.8 Bn

*Data Based on Zillow Research (MLS)

** 6.0% commission rate

FIVE YEAR FORECAST

P&L (\$)

HOME61 (\$)	Forecast							
	2014	2015	2016	2017	2018	2019	2020	2021
Sales Volume (GMV)	\$2 M	\$24M	\$44M	\$77M	\$195M	\$399M	\$698M	\$1,208M
Income	\$0.06 M	\$0.75 M	\$1.17M	\$2.43M	\$6.27M	\$12.46M	\$21.41M	\$36.34M
GOGS	\$0.04 M	\$0.42 M	\$0.60 M	\$1.29 M	\$3.45 M	\$6.98 M	\$12.02 M	\$20.45 M
GROSS PROFIT	\$0.02M	\$0.33M	\$0.57M	\$1.14M	\$2.82M	\$5.48M	\$9.39M	\$15.89M
% of income	36.5%	44.5%	48.6%	47.0%	45.0%	44.0%	43.9%	43.7%
Marketing	\$0.01 M	\$0.16 M	\$0.45 M	\$0.64 M	\$1.16 M	\$1.58 M	\$2.21 M	\$2.91 M
Human Resources	\$0.06 M	\$0.35 M	\$0.50 M	\$1.04 M	\$2.23 M	\$2.43 M	\$2.59 M	\$2.76 M
Professional Fees	\$0.05 M	\$0.22 M	\$0.31 M	\$0.38 M	\$0.57 M	\$0.88 M	\$1.23 M	\$1.79 M
G&A	\$0.01 M	\$0.13 M	\$0.17 M	\$0.17 M	\$0.38 M	\$0.52 M	\$0.71 M	\$0.93 M
EBITDA	(\$0.11) M	(\$0.52) M	(\$0.87) M	(\$1.09) M	(\$1.52) M	\$0.63M	\$2.65M	\$7.49M
% of income	-165.6%	-69.7%	-74.2%	-45.0%	-24.3%	0.5%	12.4%	20.6%
% of Gross Profit	-454.1%	-156.5%	-152.9%	-95.7%	-54.1%	1.2%	28.2%	47.1%

Assumptions: 2 new cities

HOME61 LED BY A PROVEN TEAM



Olivier GRINDA
CEO

Olivier BRION
COO

Cyril CARBONNIER
CTO

Brian PARAN
Head of Sales

Peter ABRAMS
Head of Talent

PRODUCT | MARKETING

OPERATIONS

TECH GURU

REAL ESTATE

AGENT RECRUITMENT

Experiences founders with multiple exits. Home61 combines top talent in tech and real estate with graduates from top MBA programs from Europe and the USA.

BACKED BY GREAT INVESTORS, ANGELS AND FOUNDERS FROM AMAZING COMPANIES



FOUNDERS THAT ARE BACKING US

ADORE ME



peopleperhour

UBER



OOT MARKET

OFFICENET STAPLES
Simplifica tu vida en el trabajo

slated

CARSON STREET CLOTHIERS

LOFTY



printi



bankFacil

APPENDIX

HOME61 IN THE PRESS



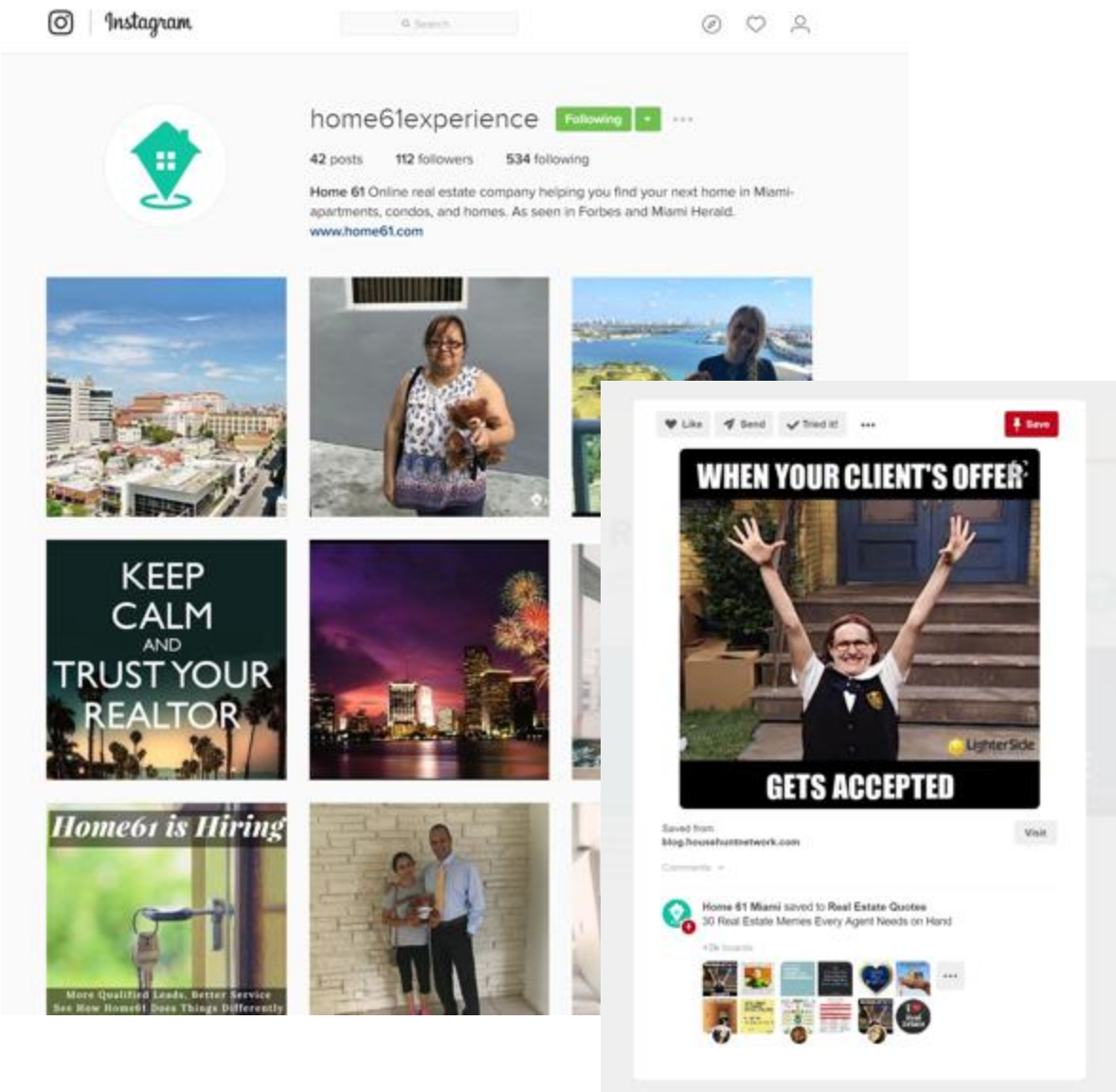
The Miami Herald



TNW

THE REAL DEAL

HOME61 SOCIAL MEDIA & REVIEWS



home61experience Following

42 posts 112 followers 534 following

Home 61 Online real estate company helping you find your next home in Miami- apartments, condos, and homes. As seen in Forbes and Miami Herald. www.home61.com

Grid of images including: a cityscape, a woman with a dog, a woman on a boat, a meme with a man raising his hands, a night cityscape, a woman holding a dog, and a man and woman standing together.

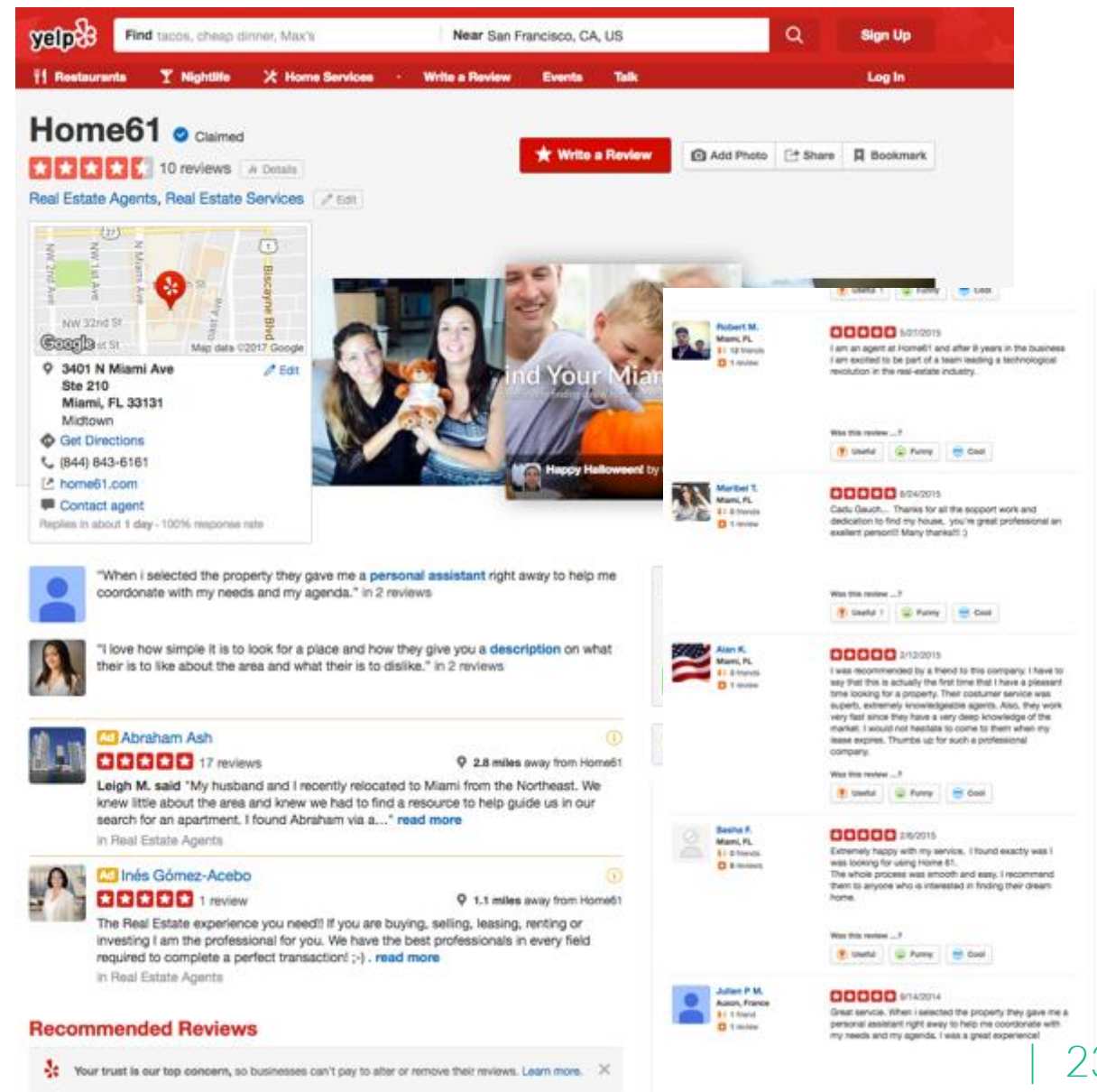
KEEP CALM AND TRUST YOUR REALTOR

Home61 is Hiring
More Qualified Leads, Better Service
See How Home61 Does Things Differently

WHEN YOUR CLIENT'S OFFER GETS ACCEPTED

Saved from: blog.househuntsnetwork.com

Home 61 Miami saved to Real Estate Quotes
30 Real Estate Memes Every Agent Needs on Hand



Home61 Claimed

10 reviews

Real Estate Agents, Real Estate Services

3401 N Miami Ave Ste 210 Miami, FL 33131 Midtown

(844) 643-6161 home61.com

Replies in about 1 day - 100% response rate

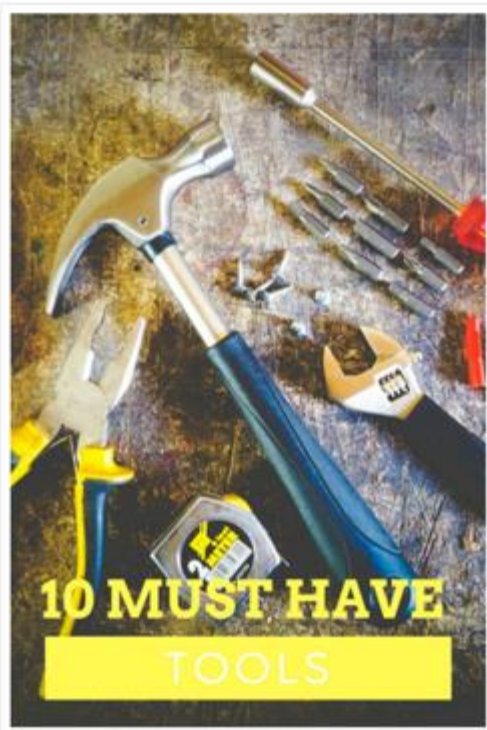
Recommended Reviews

- Robert M. Miami, FL 5/21/2015
I am an agent at Home61 and after 8 years in the business I am excited to be part of a team leading a technological revolution in the real-estate industry.
- Maribel T. Miami, FL 5/24/2015
Cada vez... Thanks for all the support work and dedication to find my house... you're great professional an excellent person!! Many thanks!! :)
- Alan K. Miami, FL 2/12/2015
I was recommended by a friend to this company. I have to say that this is actually the first time that I have a pleasant time looking for a property. Their customer service was superb, extremely knowledgeable agents. Also, they work very fast since they have a very deep knowledge of the market. I would not hesitate to come to them when my lease expires. Thanks up for such a professional company.
- Beate F. Miami, FL 5/12/2015
Extremely happy with my service. I found exactly what I was looking for using Home 61. The whole process was smooth and easy. I recommend them to anyone who is interested in finding their dream home.
- Julien P. M. Aulon, France 5/14/2014
Great service. When I selected the property they gave me a personal assistant right away to help me coordinate with my needs and my agenda. I was a great experience!

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. [Learn more.](#)

10 Must Have Tools for New Homeowners or Apartment Renters

The "emergency" maintenance worker never seems to be around when there is an urgent need for him at your apartment. Now, if you have just leveled up in adulthood and bought your own home, you should start a membership with Angie's List today (just in case).



Most apartment or home issues are solvable by the renter or homeowner, or your very nice neighbor. Here is Home 61's list of MUST HAVE tools for any renter or homeowner for when, you know, stuff happens.

1. A Phillips Screwdriver is the single most important thing, ever. Okay, maybe that's going a bit overboard. However, a Phillips screwdriver is very handy when you need to put that furniture from Ikea together or when you're changing your locks to your home.
2. A Flathead screwdriver is less important, but still vital to your toolkit. For example, when you need to change your light switch plates this is the type of screwdriver you'd use. It's a good idea to have both types of hand, so you look like you're a legit homeowner whose ready for anything.

Things To Know Before Getting a Dog in a Apartment

Mari's best friend belongs in a chic Miami apartment, but Home 61 has a list of things to consider before you adopt Fido from the local Humane Society. (Seriously, adopt don't shop. There are many pure bred dogs available on Petfinder.Com, puppies are given up for adoption every single day!)



The first thing to consider when bringing in a dog to a new apartment is to consider the breed you let join your family, because not every dog is a couch potato. Unless, you'll be dropping off the pooch at doggy day care we recommend sticking to docile tranquil breeds like rescued Greyhounds, Bull Mastiffs, King Charles Cavaliers, American & French Bulldogs, Pugs, Great Danes, and Bichon Frises. These dogs vary in appearance and size, but all are deemed to thrive in apartments because they don't need excessive amounts of room or exercise. Breeds such as Boxers, Australian or German Shepherds, or any poodle mix can be very active, easily bored, and incredibly playful-these breeds either need a dog walker, doggy day care, or a yard.

Next, consider what the HOA or leasing agency is likely to have as a restriction. Many "bully breeds" or large breeds over a certain weight are typically denied access to that perfect apartment.

Furthermore, most companies require pet insurance, pet rent, and a pet deposit fee upon moving in to protect the community and property from any incidental damage.

Lastly, consider how close to the neighbor you are and really think about how vocal your dog may

How To Furnish a Studio Apartment

Apartments in Miami just seem to get smaller. With the price of rent high, it seems easy enough to squeeze ourselves into shoeboxes studio apartments. Miami is a minimalist, art-deco time with a keen disposition to all things beautiful. In a city like Miami, you need a great pad to impress guests and room for all those bathing suits.



How to Furnish a Studio Apartment (the right way)

1. While a studio is one big room, it's important to conquer and divide the space into segments to avoid chaos. Your ironing board should NOT be doubling up as a side table to your futon.
-The best way to do this is to separate the living/eating area away from the sleeping area and to keep all clothing out of sight in clever storage and in your closets.
2. Invest in multi-functional furniture pieces such as ottomans that double as storage or a bed frame with additional storage drawers underneath.
3. Apartments feel small when everything looks the same, there is no lighting, and there is no life on the walls. Consider getting bold decorative pieces such as printed pillows, colorful curtains, stylish mirrors, and open the blinds for an apartment filled with natural lighting.
4. Since the bed will be the focus on the space and it will be seen by all visitors, make sure you spend a considerable amount of time picking up a bed frame and headboard. A futon will make the studio look under-furnished and a large bedroom set will overwhelm the space. Keep the bed neat, choose stylish bedding sets, and find additional seating to avoid the bed becoming a couch.
5. The bathroom is the only separate room in a studio. Consider purchasing additional over the toilet storage solutions or swapping out the medicine cabinet to create a stylish and functional bathroom. Use behind the door storage solutions for easily hidden storage for items such as hair dryers, hair straighteners, and wash clothes.
6. Lastly, keep it minimal and tidy. If you wash your laundry once a month, your studio will be overloaded with clothes and you'll have to find more places for the stockpile of sheets and

HOME61 WEBSITE

100 % of listings available
 Multiple search Criteria
 Direct contact feature
 Property visits scheduling

Full listing information
 Listings data analytics
 Comparable
 Fully responsive

HOME61 +1 (786) 504-0861 Rentals Sales My Homes My Calendar Neighborhoods Sign In Create A

Neighborhood Any Condo Any Type Any Beds Price More 30 PI

BUILDING
 \$735,000 - \$1,250,000
 3032 McDonald St
 See the 3 listings

BUILDING
 \$1,099,000 - \$4,400,000
 10 Edgewater Dr
 See the 12 listings

BUILDING
 \$749,900 - \$1,399,000
 3333 Rice St
 See the 2 listings

BUILDING
 \$8,900,000 - 6 beds - 6 baths
 3467 N Moorings Wy
 CONTACT TO VISIT

434 Beach

Order by: Latest View

HOME61 Rentals Sales My Homes My Calendar Neighborhoods Hey Olivier

900 Brickell Key Blvd, Apt 2605, Miami, FL 33131 FAVORITE DIRECTIONS SHARE PRINT

\$1,160,000
 2 Beds 2 Baths
 CONTACT TO VISIT

OLIVIER BRION
 HOME61 COO
 97 HOME61'S CLOSING IN BRICKELL

AMENITIES

Air Conditioning	✓	Bay	✓
Central Heat	✓	Pool	✓
Refrigerator	✓	Doorman	N/A
Dishwasher	✓	Valet	✓
Washer	✓	Gym	✓
Walk-In Closets	✓	Impact Windows	N/A

KEY FEATURES

Living area	1,326 sqft	On market	282 days
Maintenance	\$ 1,388	\$ /sqft	\$ 875
Tax	\$19,580 (2015)	Type	apartment
Half Bath/WC	1	Unit #	2605
Parking Space	2	Year Built	2008
Floor #	26th / 36	Zip Code	33131
Building	Asia Condo	Ref./MLS ID	A10066774

DESCRIPTION

Spectacular unit in brickell key in elegant asia building. Second bedroom larger than original line. Floor to ceiling windows, 2 parking spaces (tandem) + storage. 12' ceiling height, tennis court, racquetball, resistance pool, valet parking, miele appliances. If interested furniture can be sold.

PUBLIC TRANSPORTATION

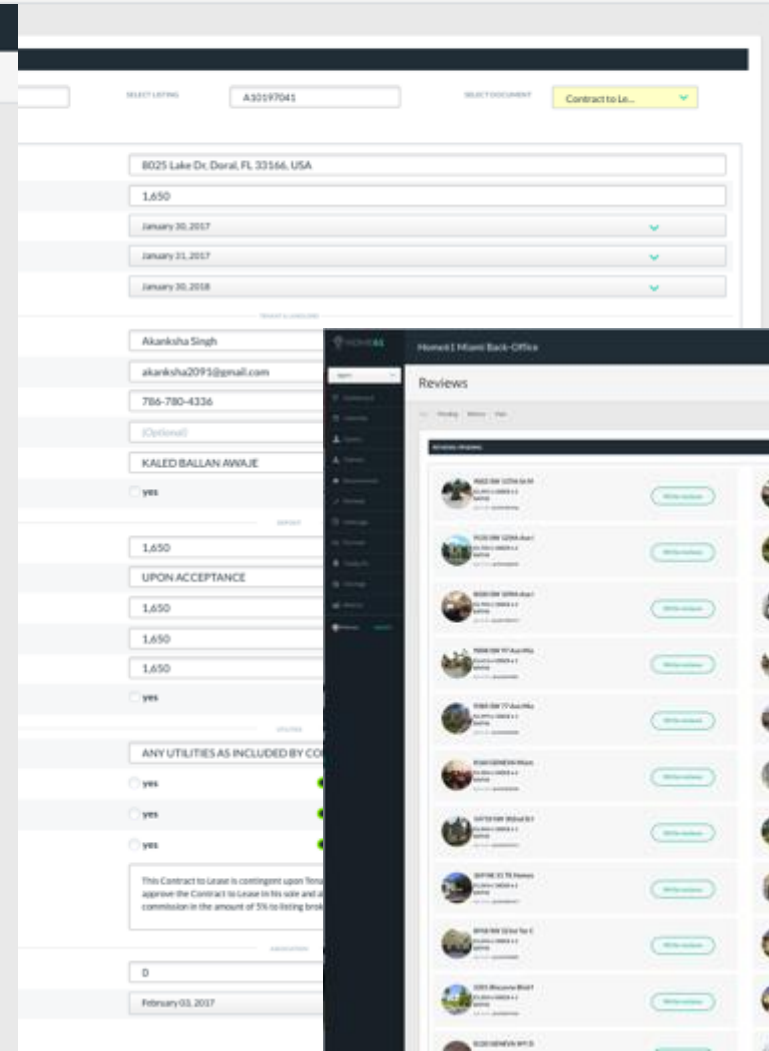
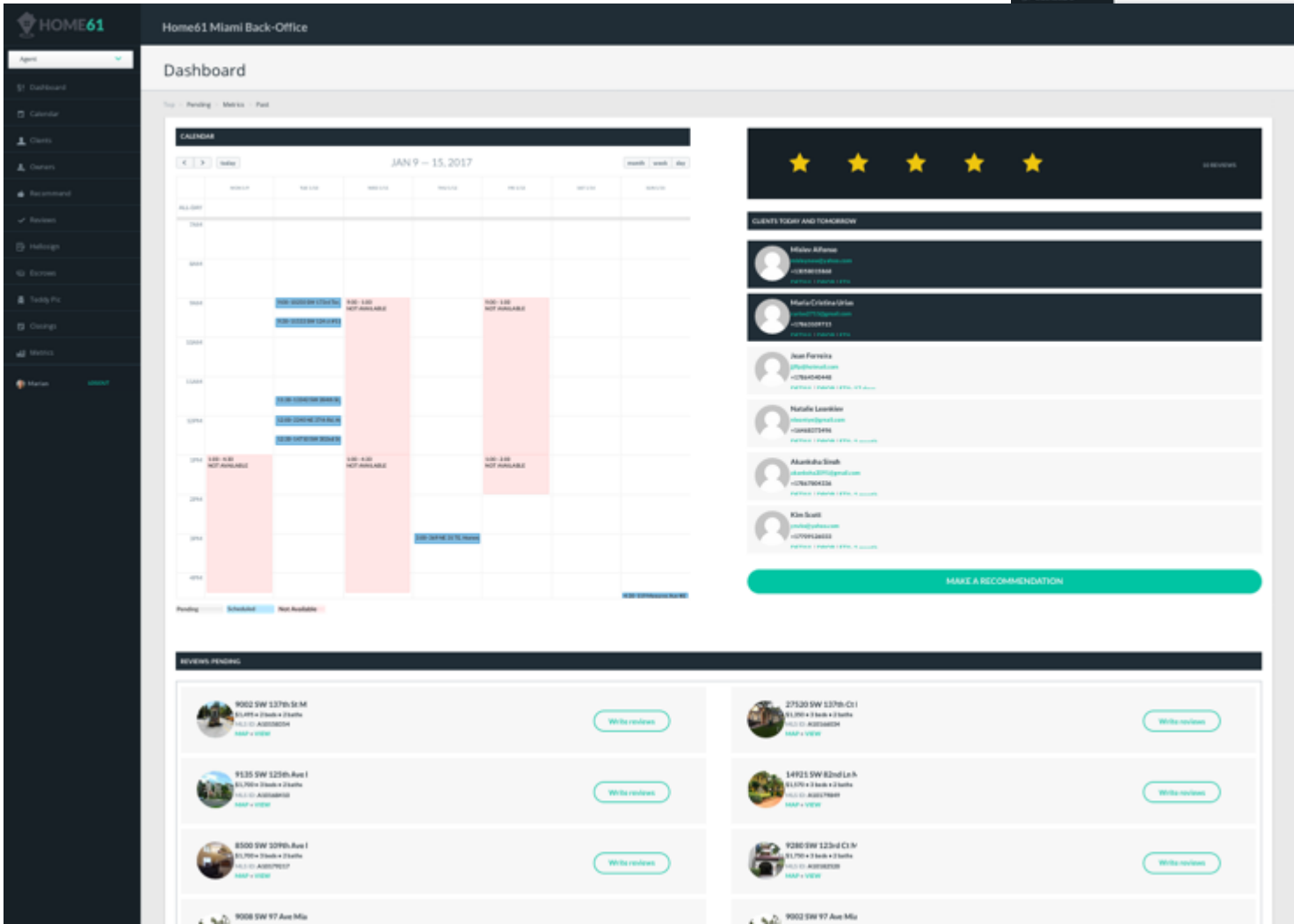
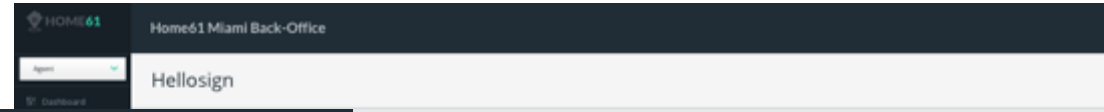
- Bayfront Park: Brickell Loop, Downtown, Coral Loop
- Knight Center: Brickell Loop, Downtown, Coral Loop
- Fifth Street: Brickell Loop
- Eighth Street: Brickell Loop

32 beds, 85 units, +17% increase

HOME61 BACK OFFICE FULLY INTEGRATED APP

Dashboard | tasks
Lead management
Property visit scheduling
Contract editing | e-signing

Reviews
Recommendations
Listing search, data analytics
Social media reach



INDUSTRY STANDARDS PREVENTED TRADITIONAL BROKERS FROM CHANGING

TECHNOLOGIES

Simple Web site with basic search functions using IDX feed. No Back Office, no lead generation.

AGENTS CONTROL THE BUSINESS

100% of the Broker business is generated by its Agents. Agents control their marketing and communication to generate new clients hence keeping 90% of the revenue.

SCALABILITY

All processes are handled directly by the agent as a one-man operation.

NO MARKETING FOR AGENTS

Brokers don't invest on their agent as they take rate on their business is less than 20%.



HOME61 HAS STRONG COMPETITIVE ADVANTAGES

TECHNOLOGIES

Using latest technologies for a better user experience and efficient local marketing.

STANDARDIZED SERVICE QUALITY

Mandatory on-boarding (3 weeks) and On-going training that are controlled on a regular basis with testing and client reviews : Sales, tech, real estate practices, Behavior and culture,...

SCALABILITY

All redundant processes are automatized and simplified for easier use and faster deployment.

EFFICIENT MARKETING FOR AGENTS

All Online marketing and communication is homogenized by a team of expert.



HOME61 BARRIERS TO ENTRY



TECHNICAL

- Front-end & Back-end coding in multiple programming languages.
- Data mining | Data integration using API's | A.I. and Machine learning
- Responsive coding



MARKETING

- Multi-channel online marketing: SEM, SEO, Retargeting, Social Media, Ad-Display,, ...
- Data Marketing Analysis for predictive marketing and ultra-local reach.
- Offline: PR, Flyers, Events, Mailers, TV Ad.
- Tracking and optimizing performance based on ROI.



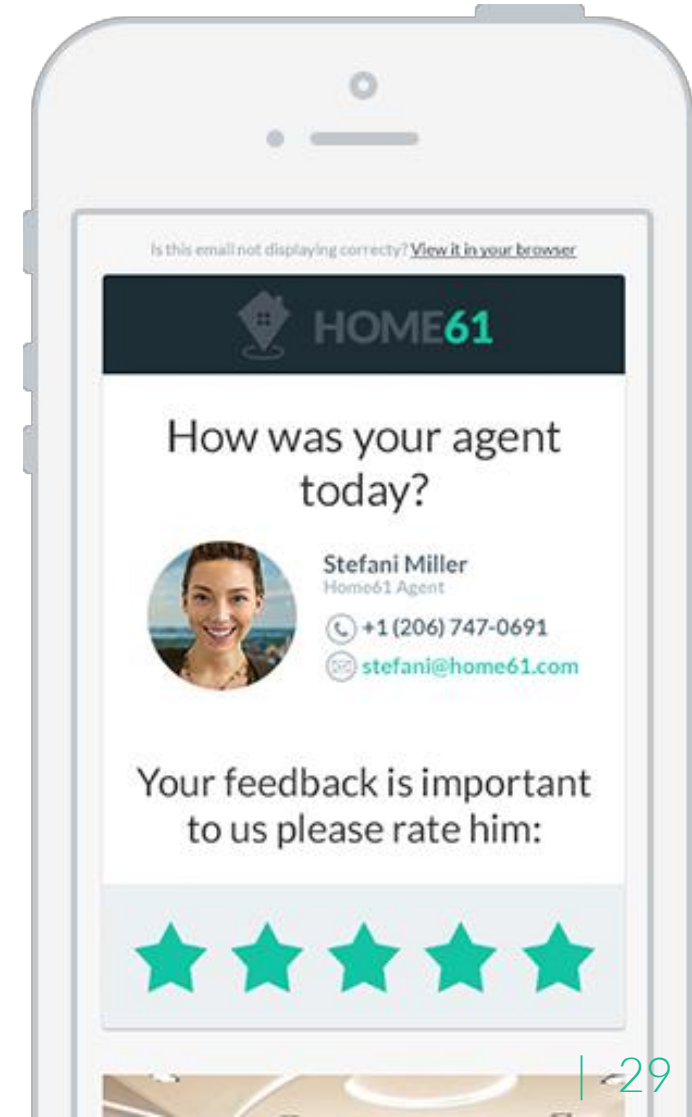
OPERATION PROCESSES

- Lead Flow Management Systems
- In depth Sales Management and Real Estate best practices
- Legal documentation, execution and escalations using automatization.



TIME & CAPITAL RESOURCES

- Long Term Vision and Goals
- Investing for the future



COMPETITIVE REAL ESTATE TECH BROKERS LANDSCAPE

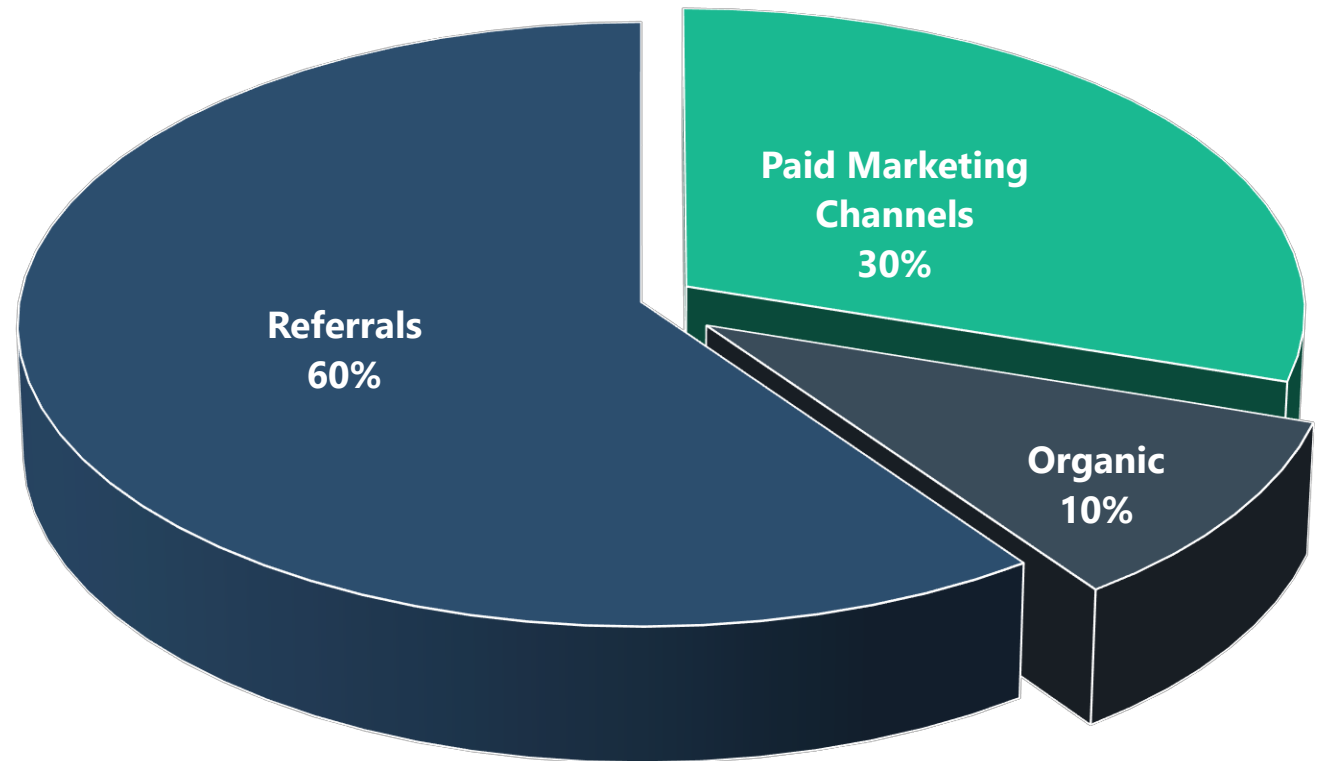
	HOME61	REDFIN	COMPASS	OPENDOOR	LOCAL BROKERS
Years of Operation	2	11	4	3	N/A
Compete on Client		YES	NO	NO	YES
Compete on Agent recruiting		YES	NO	NO	YES
Business Model (Market)	Transactional	Transactional Lead generation	Transactional	Asset Management FLIP	Transactional
Value Proposition (Agent)	Boost Agent Business (lead Gen.)	Agent on Salary (Security)	Bring Tech to High End Agent	-	Nice office
Value Proposition (Client)	Better and Smarter Real Estate Experience	Discount fees	High End Agents	We buy your home in 30 days at market value	None
Expansion Strategy	Ultra local with Physical presence	Nationwide No Local Presence	Ultra local with Physical presence	Nationwide No Local Presence	One neighborhood
Latest Round	\$3 MM @ \$8 MM	\$166 MM @ \$500 MM	\$70 MM @ \$1 Bn	\$210 MM @ \$1 Bn	N/A
Monthly Burn	< 100K	> 2MM	> 10 MM	> 15 MM	+5.0 K EBITDA

GROWTH ECONOMICS

Since Inception

\$1.00
Marketing
=
\$3.71
Revenue

SOURCE OF REVENUES



UNIT ECONOMICS : SALES vs RENTALS

2016

(\$)	SALES	RENTALS	<i>Comments</i>
AOV	417,495	24,511	GMV per transaction
Revenue Per Transaction	9,183.0	1,120.9	Take rate : Net revenue
Commission Paid	(4,453.5)	(533.1)	Commission Paid to Agents
Marketing Acquisition	(1,860.0)	(631.4)	Online marketing Spending for leads
Cost Per Transaction	(6,313.5)	(1,164.6)	
Contribution	2,869.5	(43.7)	

FINANCIALS

P&L summary (\$) | Since inception

349.3K

Unique Visitors

18.6K

Sign-ups

3.2K

Qualified Leads

654

Deal Closed

5.3%

Conversion

17.5%

Conversion

20.0%

Conversion

HOME61 (\$)	2014	2015	2016
Sales Volume (GMV)	2 M	24 M	44 M
Income	64,243	750,057	1,169,524
GOGS	40,822	416,081	601,504
GROSS PROFIT	23,421	333,976	568,020
<i>% of income</i>	36.5%	44.5%	48.6%
Marketing	10,498	163,814	451,275
Human Resources	57,182	350,723	501,602
Professional Fees	49,351	216,410	312,033
G&A	12,753	125,779	171,401
EBITDA	(106,363)	(522,750)	(868,292)

AVERAGE TRANSACTION VALUE : SALES

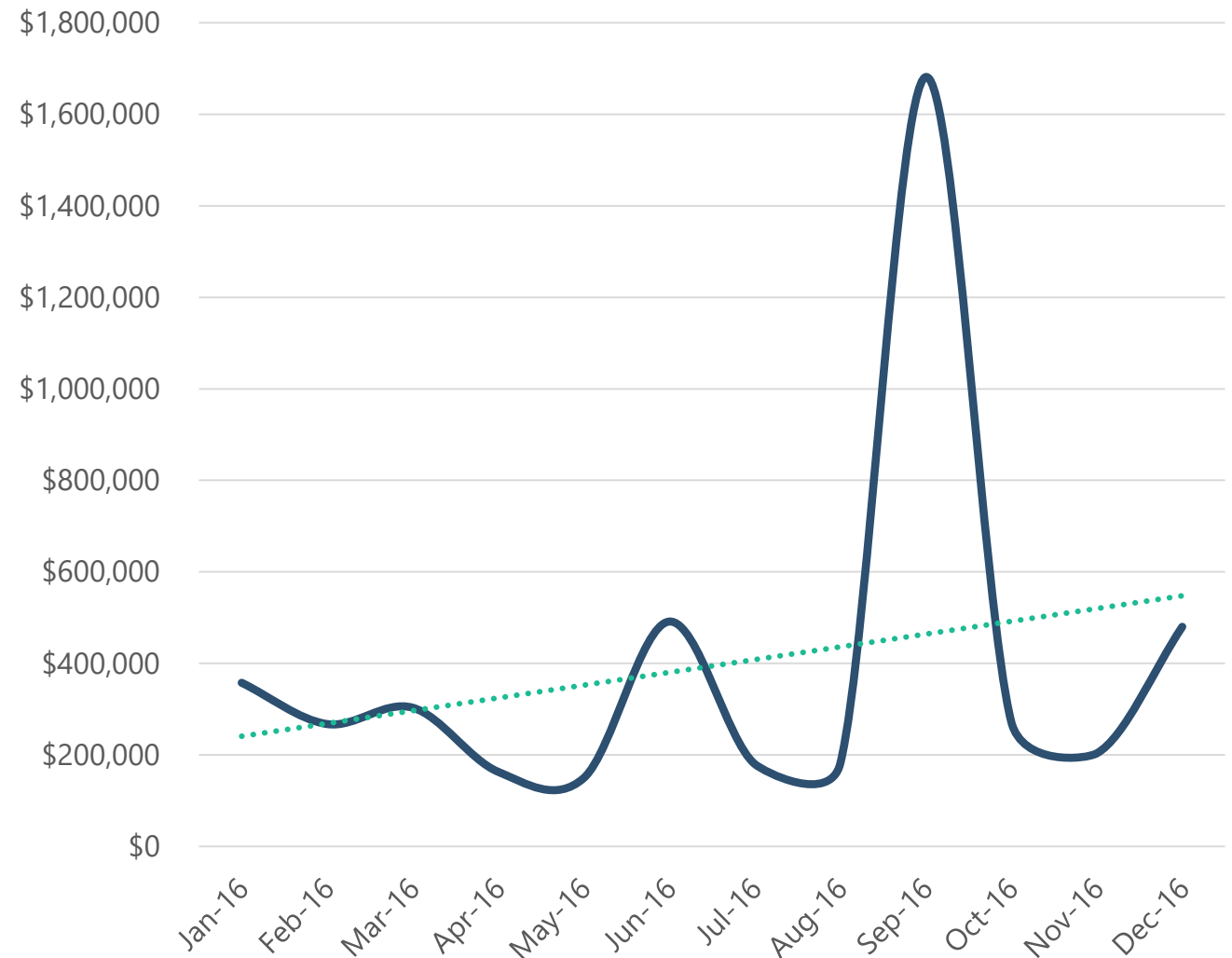
2016 data

\$479,833

HOME61

\$385,427

MIAMI GREATER AREA



AVERAGE TRANSACTION VALUE : RENTALS

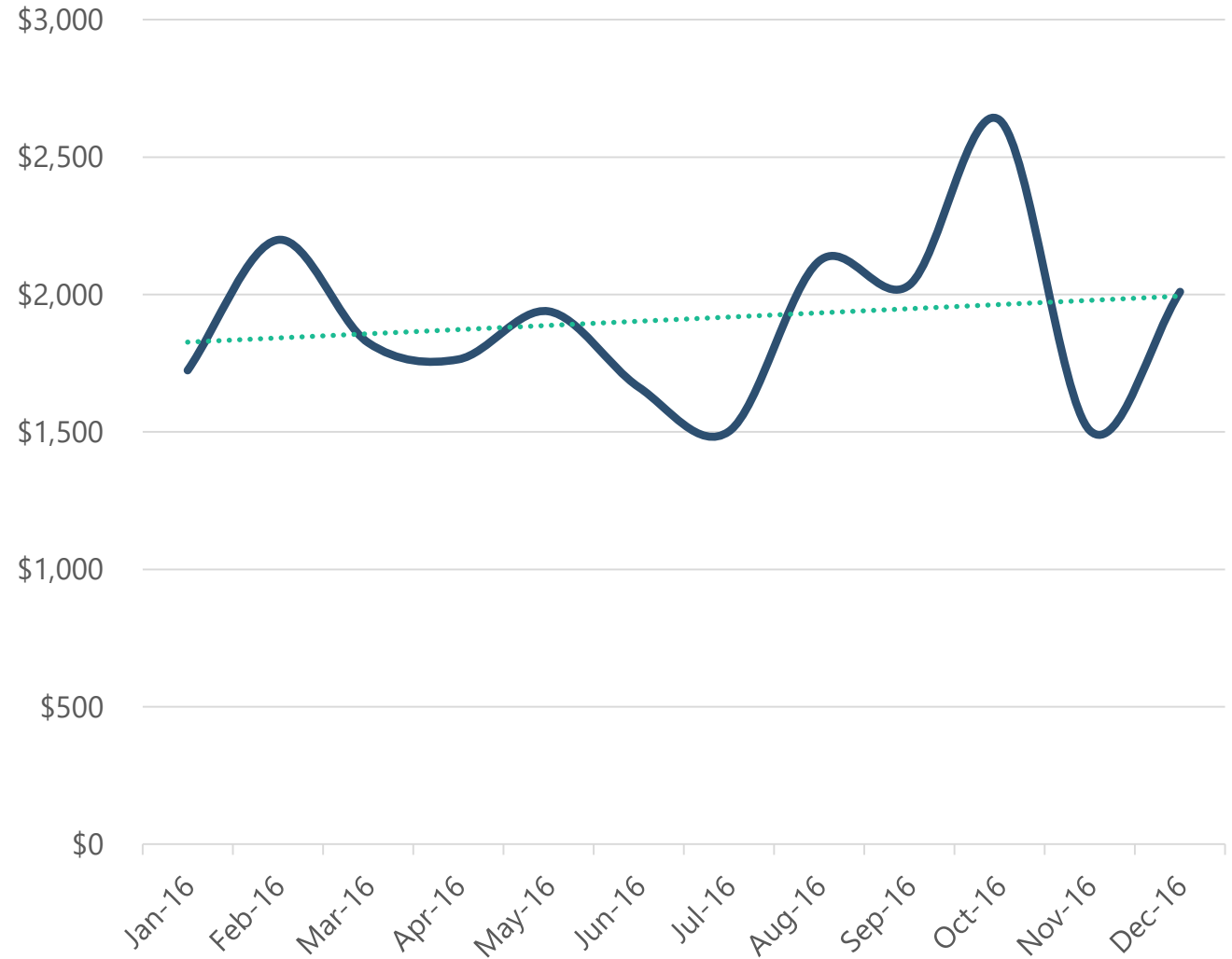
2016 data

\$2,009 /Months

HOME61

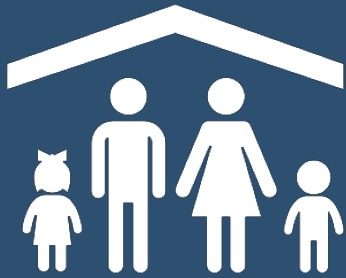
\$2,100/Months

MIAMI GREATER AREA



WITH A UNIQUE VALUE PROPOSITION TO CLIENTS

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Great UI/UX search capabilities accompanied with a superior service, standardized and transparent.



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