

KELLE

*Real Estate
Simplified*

SaaS Operating System
For Real Estate

INDUSTRY WIDE CHALLENGES

- 50+ different workflows
- 150+ different tasks
- 9+ non-integrated platforms



*Whether an agent makes money or not



IDX Site
30 hours / year
x not integrated



Agenda Management
100 hours / year
x not integrated



Campaigns
\$600 / year
x not integrated



Transaction Management
\$3000 / year
x not integrated



CRM
\$600 / year
x not integrated

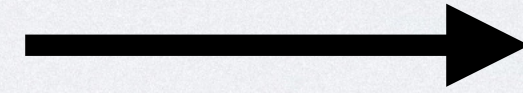


Agent to Agent Marketing
\$1000 / year
x not integrated



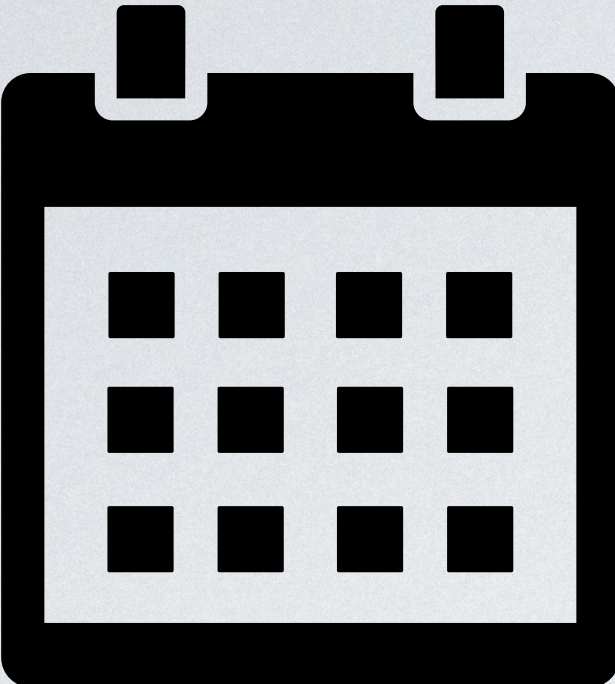
Digital / Social Marketing
150 hour / year
x not integrated

Agents spend time & money
but still fall short



Operating System for Real Estate
\$250 / month
Fully Integrated

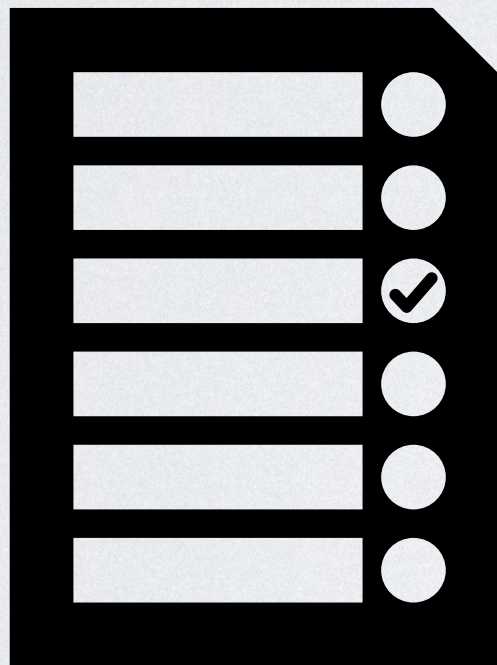
Kelle makes automation a reality - one action, multiple outputs



Calendar



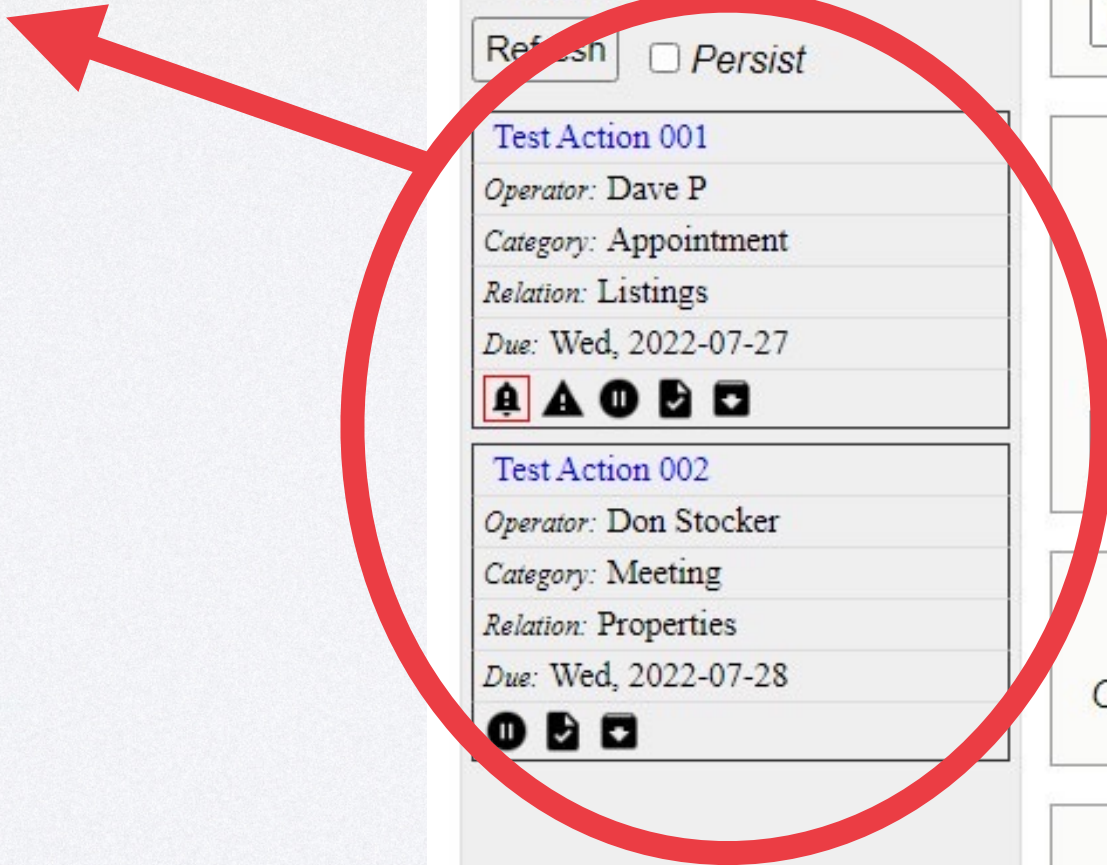
Listing Portal



CRM / Checklist



Design



Agent Relationship Manager - A x +
https://localhost:44315/core/actions/listview/1

Listings + Properties + People + Entities + Actions Dashboard

Menu > Actions +

Filter ⬇ ⬆

Creator: ANY ▾
Operator: ANY ▾
Category: ANY ▾
Relation: ANY ▾

Only Due|Alert
 Only Important
 Hide Complete
 Hide Archived

Refresh Persist

Code: 1 Mark Complete ✓

Creator: Dave P
Created: 2022-07-19 | 11:11
Updated: 2022-07-25 | 13:40
Completed:
Permissions: Unlimited | Broker

Title

Test Action 001

Access

Operator: Dave P ▾ Team: Stocker & Watts - Internal ▾ Visibility: Operator | Broker ▾

Attributes

Archived Important On Hold

Category: Reminder ▾ Due: 2022-07-19 Progress: Infant

Alerting

Occurs: One Time ▾ Date: 2022-08-22 Local Time: 15:23

Relation

Type: People ▾ Code: 1 Update

Comments

The quick brown fox jumped over the lazy dog!

WHY?

- One integrated platform
- Reduce tasks down to 50 or less
- 8.5 hrs/transaction saved
- Average savings of \$300/month

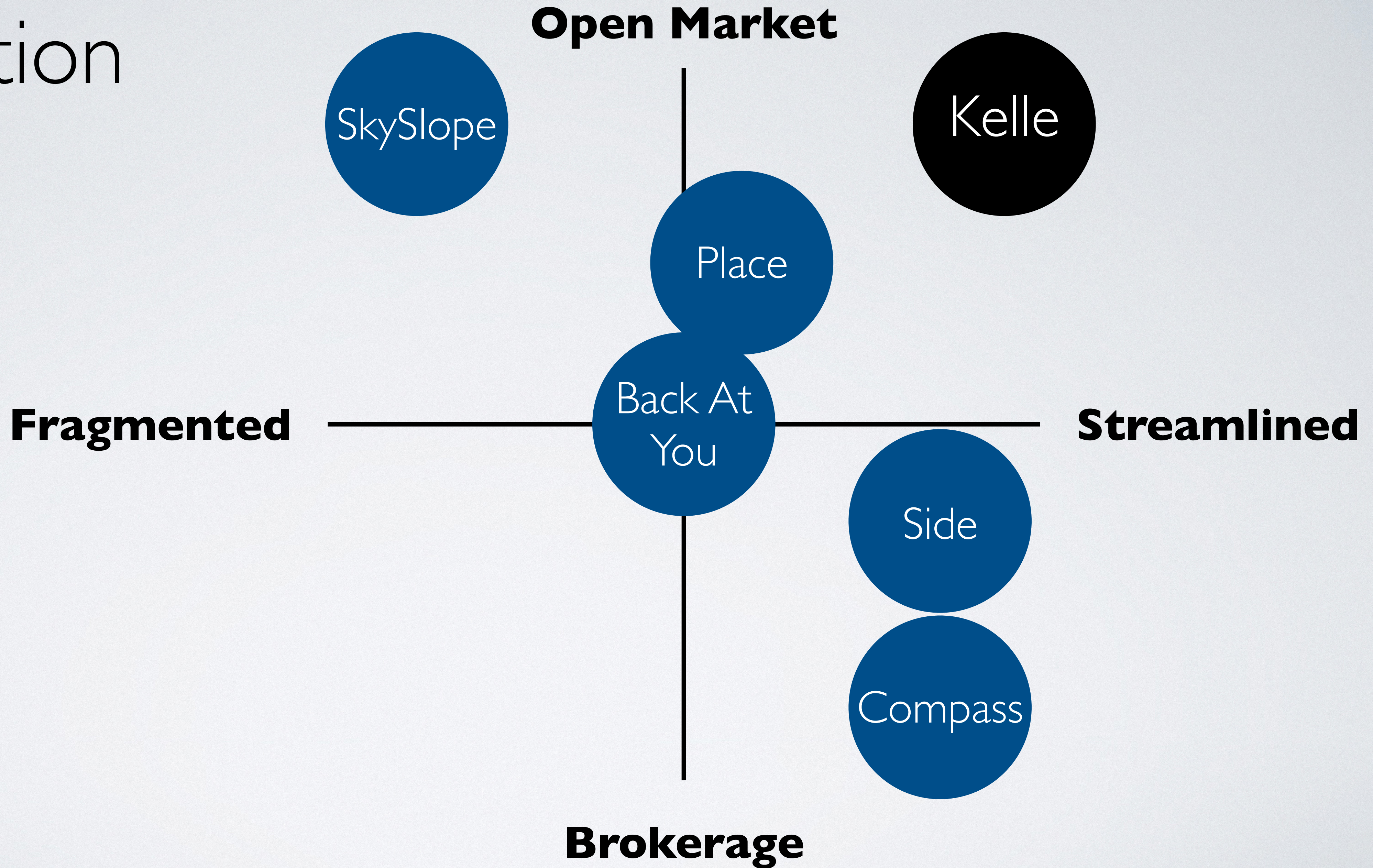


Market Snapshot



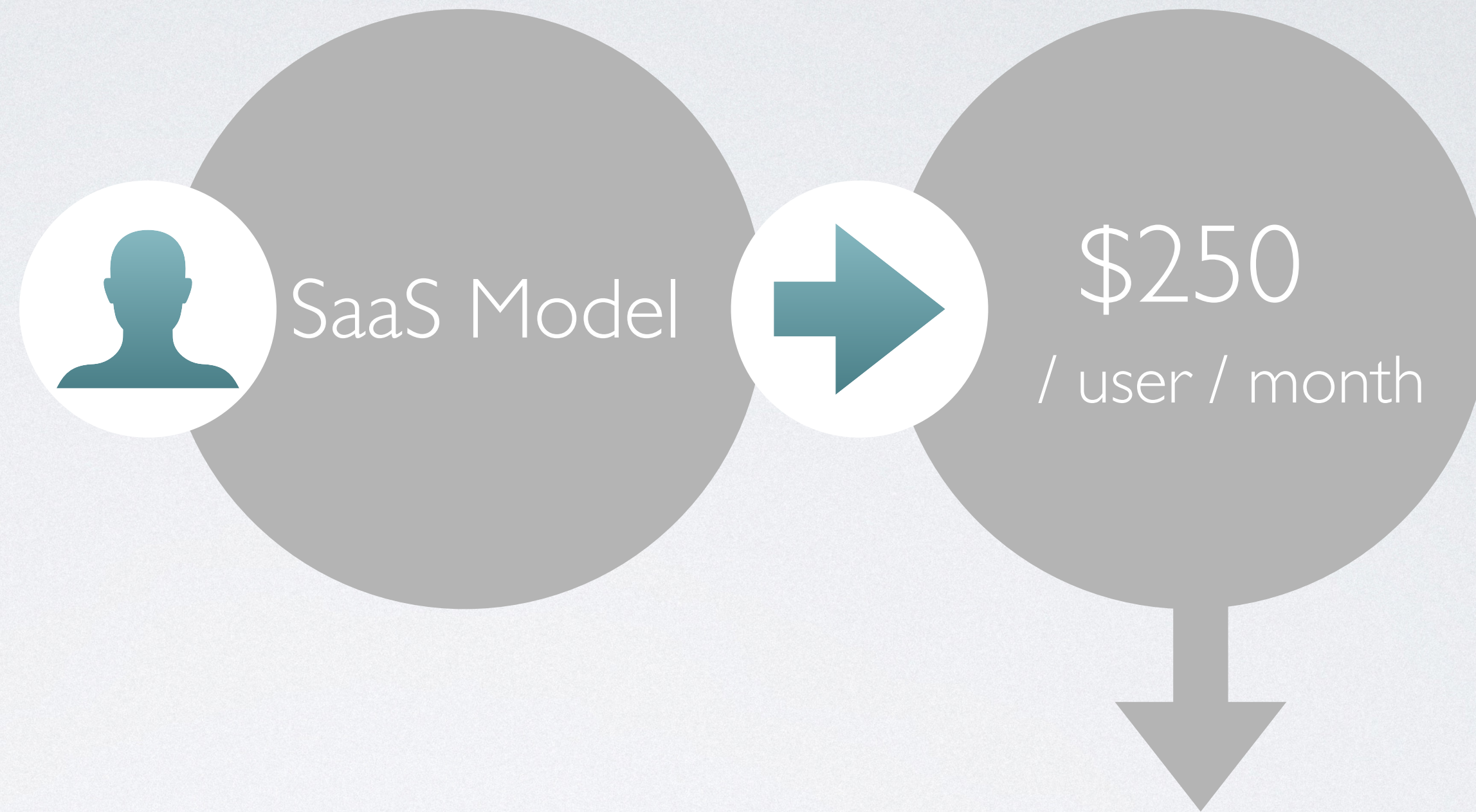
*Stats from NAR - National Association of Realtors

Competition



Business Model

Key Revenue Streams



Potential life time value of an average customer

\$15,000*

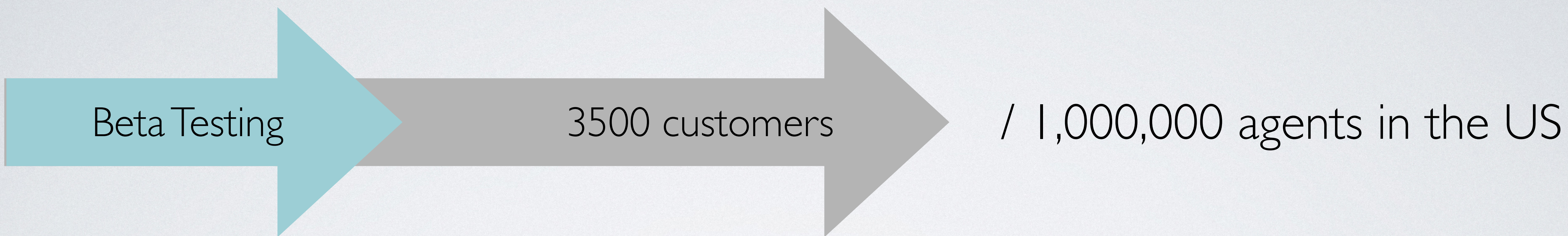
*based on 5 year retention

MARKET APPROACH

- Focus 1: New and Existing Agents
- Focus 2: Teams and Team Leads
- Focus 3: Boutique Brokerages
- Focus 4: Large Brokerages



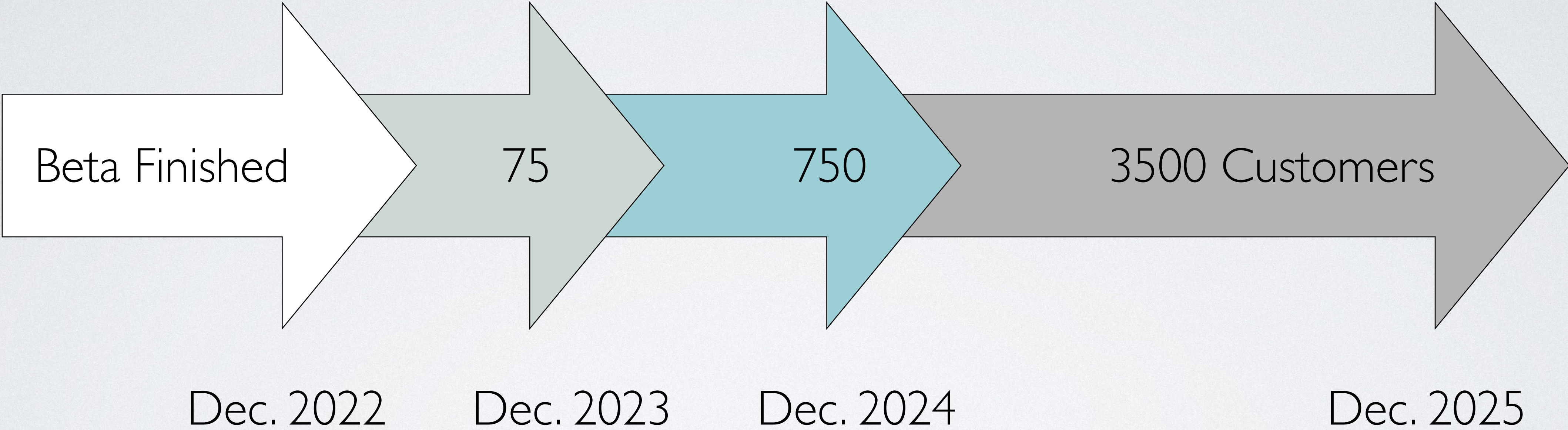
GROWTH PLAN TO \$10M ARR BY 2025



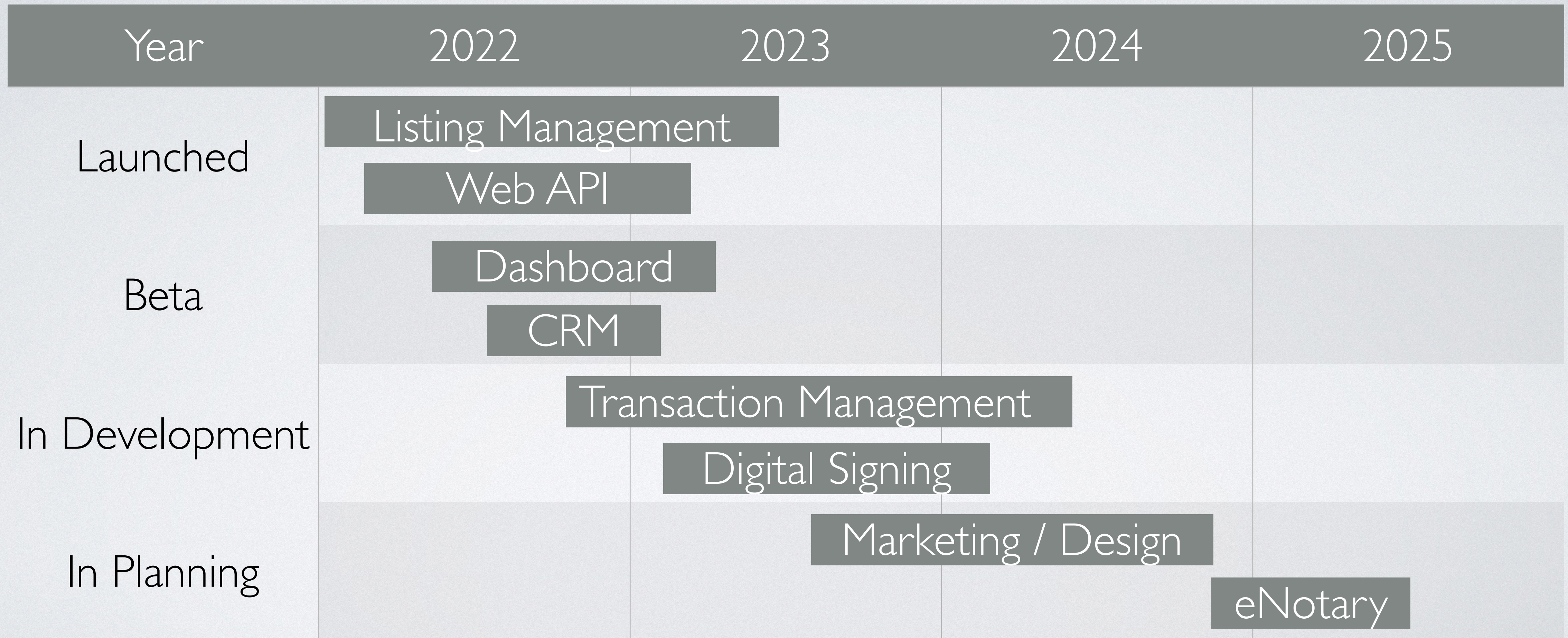
*70% of agents are unsatisfied with the technology provided by their broker

*National Association of Realtors data

GROWING TO 3500 CUSTOMERS



PRODUCT ROADMAP

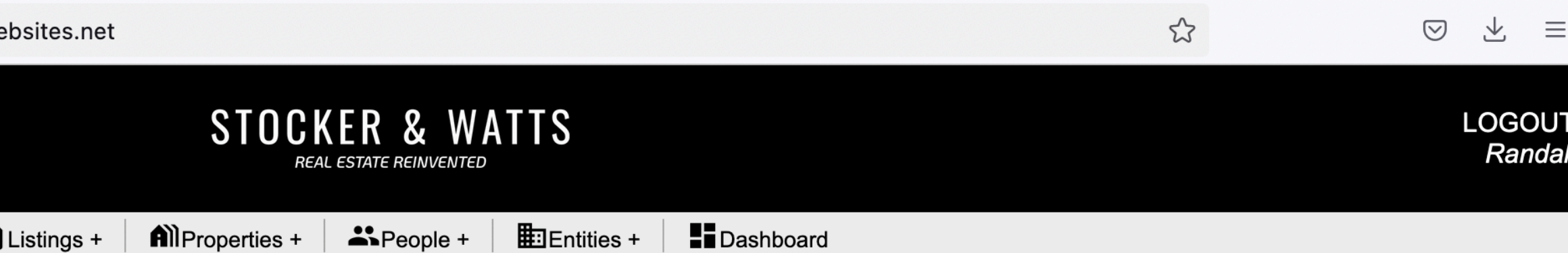


WHAT'S NEXT : TRANSACTION MANAGEMENT & DIGITAL SIGNING

Transaction Management and document signing are some of the many important tools for agents.

Transaction Management is 100% customizable to broker requirements.

Automation where an agent wants, and detail oriented everywhere else.



**- Welcome To -
Agent Relationship Manager**

Don't Have Access... Contact [Don Stocker](#)

Want to Know More? Learn about us [Here!](#)

KELLE TEAM

- 15+ years real estate experience
- Business partners for 8 yrs
- Continued business growth
- Boutique brokerage
- Self funded



Use of Funds

Raise \$950,000 at \$2M Pre-Seed Round

1. Expand development team
2. Expand outbound sales efforts
3. New products for continued growth
4. Amplify Kelle as the thought leader in real estate automation

With funds, grow to \$10M ARR by 2025

Thank you!

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Don Stocker don@kellesolutions.com

Dave Palazzini dave@kellesolutions.com

Interested in investing?

[Book time with Randall Watts: Investor Meeting for Kelle Solutions • This single-use link will expire on: January 2, 2023](#)