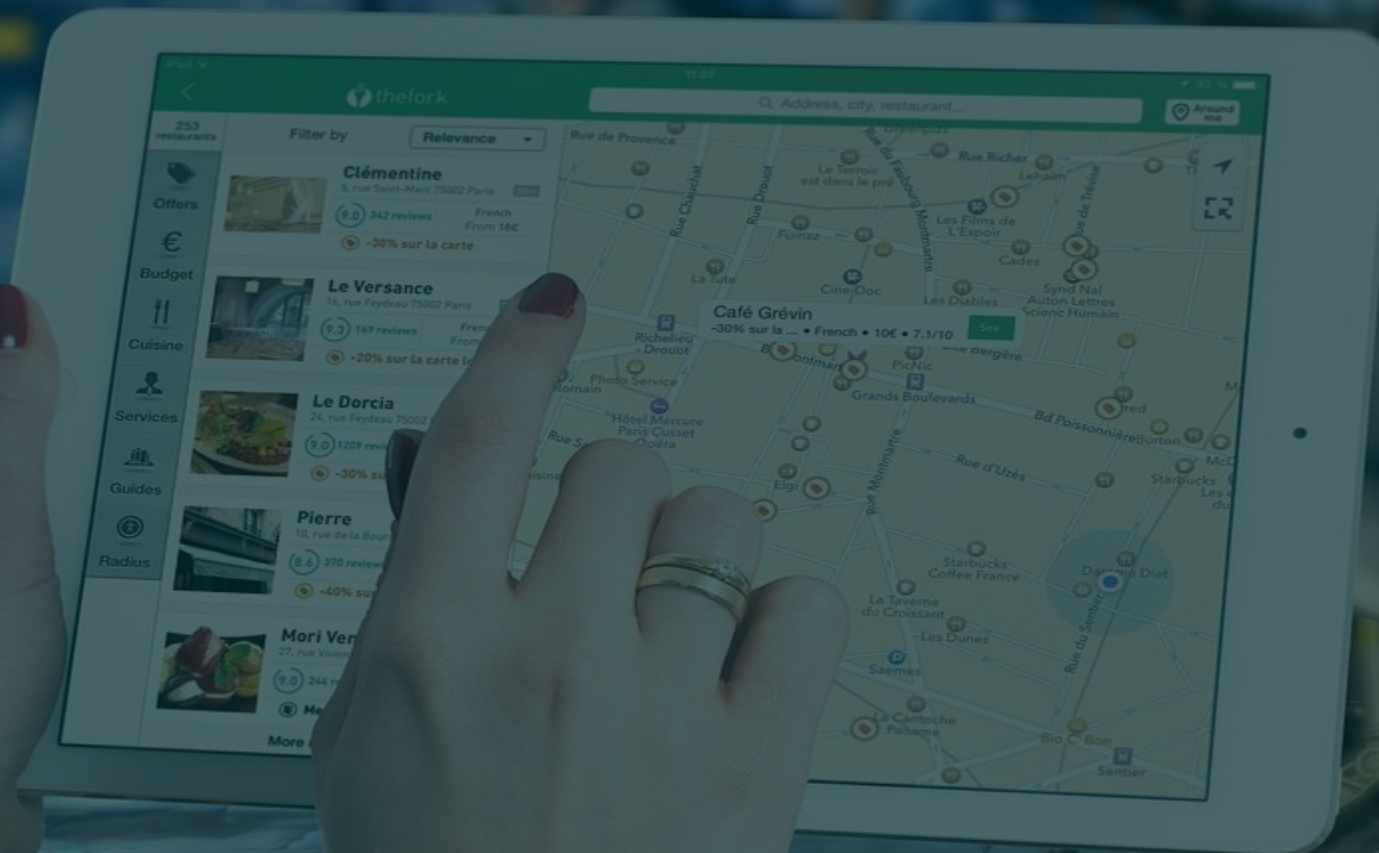




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**Bringing Intelligence**

**To Residential and Commercial Real Estate Marketing**



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# Market Analysis Approach

- ✓ Review current real estate mapping solutions
  - Identify competitors and potential partners
  - Inventory current features and functions
- ✓ Understand the role of mapping software in residential and commercial real estate marketing
  - Interview real estate company technology decision makers
    - Cara Whitley, Chief Marketing Officer for Century 21
    - David Marine, Chief Marketing Officer for Caldwell Banker
    - Barbara Corcoran – CEO the Corcoran Group
  - Interview top performing agents and their managers
  - Interview industry influencers
    - Counselors of Real Estate board members
    - Jay Baer - President of Convince & Convert
    - Tom Ferry - Real Estate Coach, Keynote Speaker
  - Booth at the Real Estate Conference and Expo
- ✓ Identify potential customers and partners
  - Residential
  - Commercial
  - Web only real estate sites
- ✓ Determine MVP features and functions
- ✓ Build a prototype
- ✓ Determine target customer
- ✓ Get buy-in from target customer



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# Current Real Estate Mapping Technology

- ✓ Existing real estate mapping solutions are based on Google or Bing Maps
- ✓ Allows you to view real estate listings on a map and navigate to the individual listing
- ✓ All the graphic options Bing or Google maps/Google Earth are available (Base Maps, satellite view, street view, oblique view, etc. are available)
- ✓ The listings show what ever data the real estate broker (or MLS) has for the property
- ✓ You can search based on address, city, neighborhood, or zip code
- ✓ Advanced search enables you to search based on number of bedrooms, baths, floors, property type, square footage, lot size, year built, and other attributes that the listing agent has entered into the system
- ✓ You can search based on the school district (county), but not by an individual school
- ✓ You can search based on proximity to an address (e.g. within 20 miles of a work address) but you must supply a specific address



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# Limitations with Current Real Estate Mapping

- ✓ The mapping only shows listings that are currently on the market, it does not show what that listing, or the homes surrounding the listing, have sold for in the past.
  - Comps are very important when deciding what price to list a property for or what price to pay for a property
  - Users want to know what the listing previously sold for, it bears directly on what they want to offer.
  - Users want to know what the home next door sold for and don't want to go to another site to find out.
  - Sites show only "recent" sales which means only 18 to 24 months. Can't see sales further back.
- ✓ The map doesn't show who owns the home
  - Users might really like the property and want to see if the person is interested in selling
  - Real estate agents like to "knock" on doors when showing an open house, would like to know the name of the owner, price they paid, current value, etc.
- ✓ The map doesn't show what areas are impacted by flood or other hazard zones
  - Users might like to know if the area they are looking in is prone to flooding
- ✓ The map doesn't show proximity to a particular type of amenity (park, lake, beach, shopping, etc.)



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# Limitations with Current Real Estate Mapping

You cannot search based on criteria such as:

- ✓ Specific school (elementary, middle, and high school) – Some people buy homes based on what school their children would go to
  - e.g. “show me all the homes for sale that feed into Mill Creek High School”
- ✓ Zoning – Especially important in commercial real estate
  - “Show me all the properties for sale that are zoned for commercial use”
  - “Show me all the properties for sale that are zoned for agricultural use”
- ✓ Political district – It can affect the taxes you pay or who your congressman is
  - “Show me all the properties for sale in the fifth congressional district”
  - “Show me all the listings for sale within the city limits of Buford”
- ✓ Amenities (parks, recreation areas, lakes, beaches, shopping, etc.)
  - “Show me all the listing within five miles of lake Lanier
  - “Show me all the listings that are close to a park”
  - “Show me all the listings that are five miles from a public beach”



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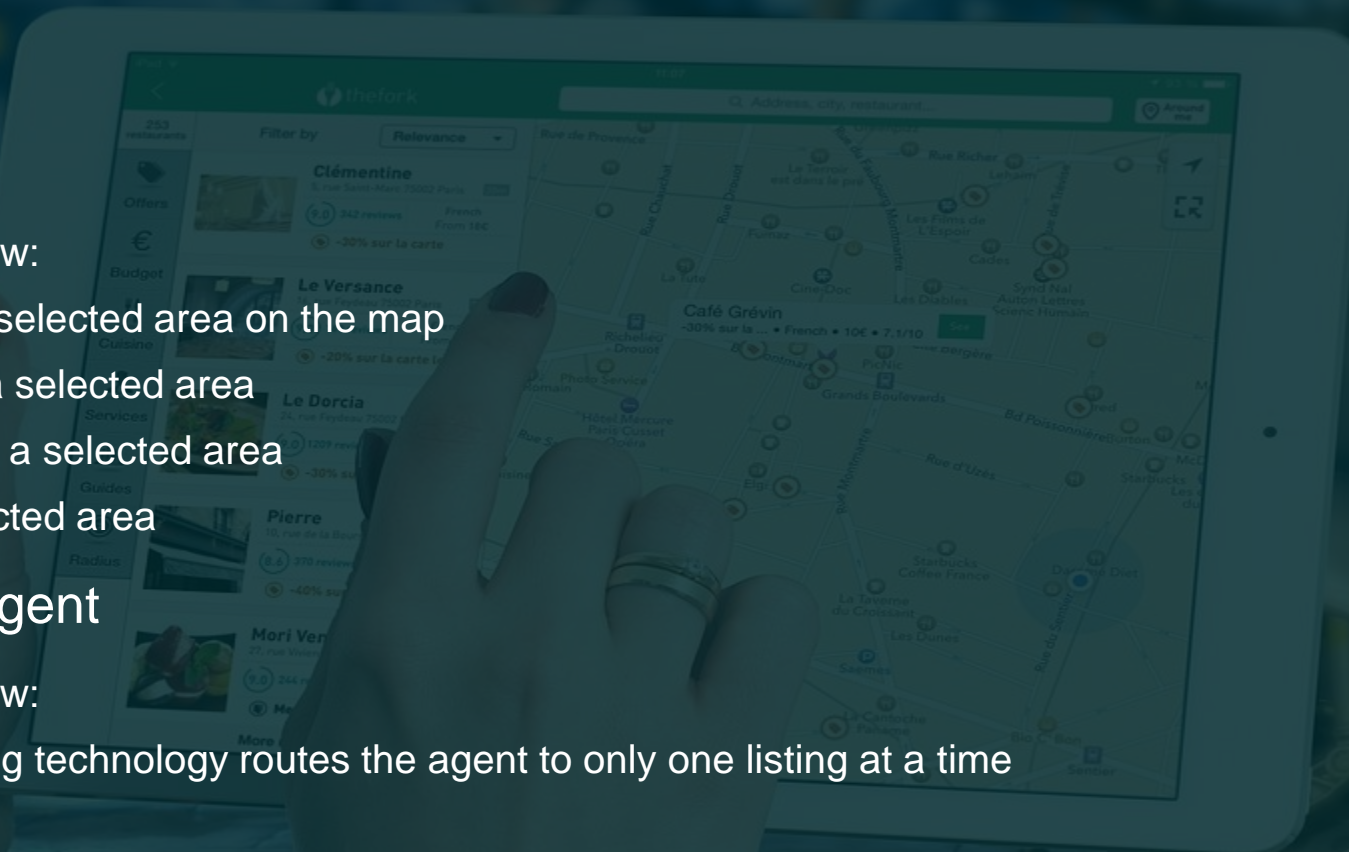
# Limitations with Current Real Estate Mapping

## Demographics

- ✓ Current technology doesn't show:
  - Median home value for a selected area on the map
  - Average property tax for a selected area
  - Census demographics for a selected area
  - Median income for a selected area

## Tools for the real estate agent

- ✓ Current technology doesn't show:
  - Routing – Current mapping technology routes the agent to only one listing at a time
  - Sales trends
  - Over and under-served areas
  - Sales territories
  - “Hot” zones





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# Limitations with Current Real Estate Mapping

## Social Media Integration

### ✓ Facebook

- Users may want to access their real estate search from Facebook, current technology not integrated
- Users may want to share maps of their search through Facebook, current technology not integrated

### ✓ Twitter

- Users may want to access their real estate search from Twitter, current technology not integrated
- Users may want to share maps of their search through Twitter, current technology not integrated

### ✓ Instagram

- Users may want to access their real estate search from Instagram, current technology not integrated
- Users may want to share maps of their search through Instagram, current technology not integrated

### ✓ LinkedIn

- Users may want to access their real estate search from LinkedIn, current technology not integrated
- Users may want to share maps of their search through LinkedIn, current technology not integrated

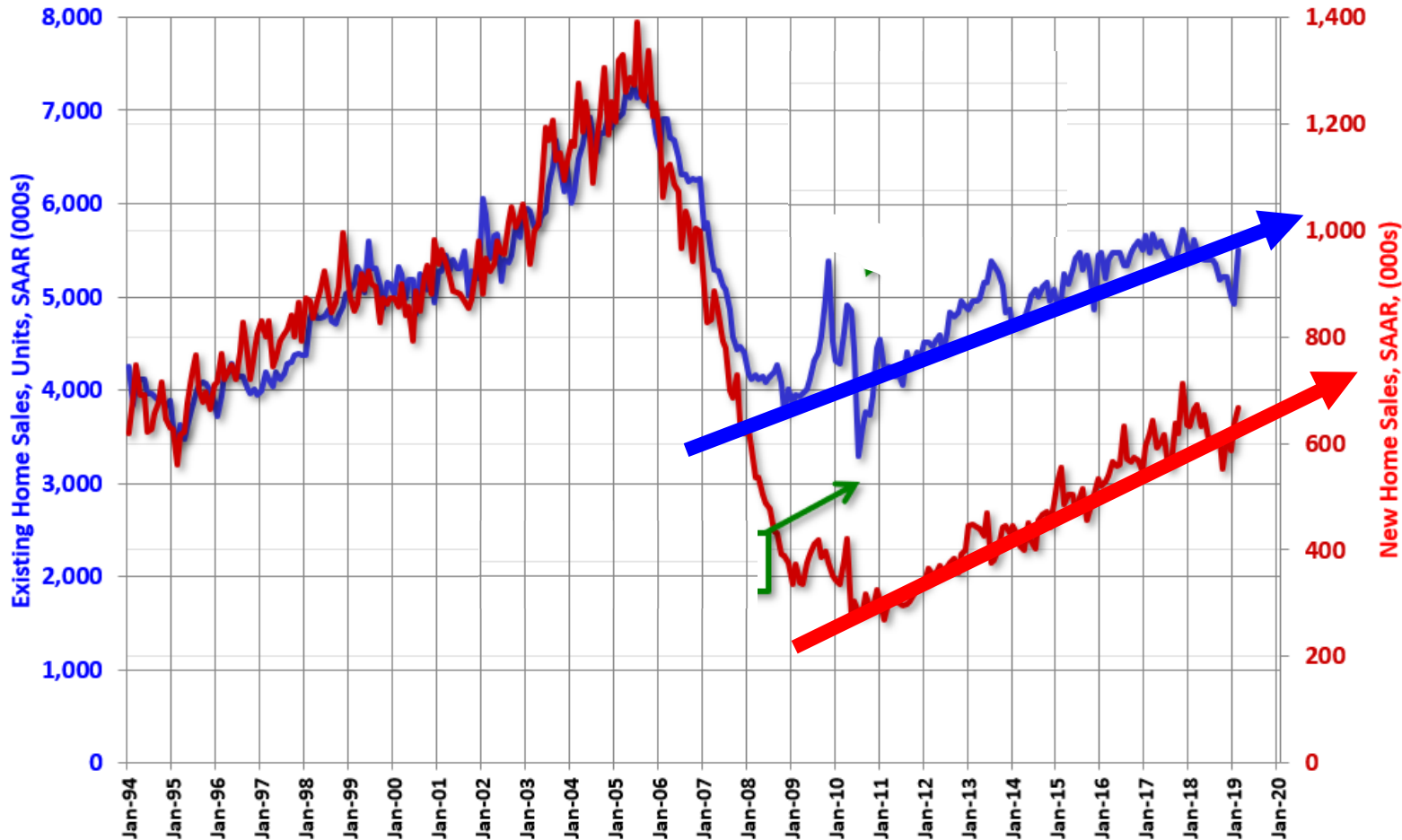
# Commercial Real Estate Market Opportunity



**MapGenius**

New and Existing Home Sales

— Existing Home Sales (left axis) — New Home Sales (right axis)



<http://www.calculatedriskblog.com/>

- ✓ New home sales averaging 550,000 units per month
- ✓ New home sales growing 35% over the last five years
- ✓ Existing home sales averaging 5MM units per month
- ✓ Existing home sales growing 30% per year over the last five years
- ✓ Sales of new and existing homes projected to be nearly 6MM per month



# Target Market



**MapGenius**



- ✓ Over 2MM active real estate agents in the US \*
- ✓ 86,000 real estate brokerage firms \*

\* Source: National Association of Realtors

# Additional Target Customers/Partners

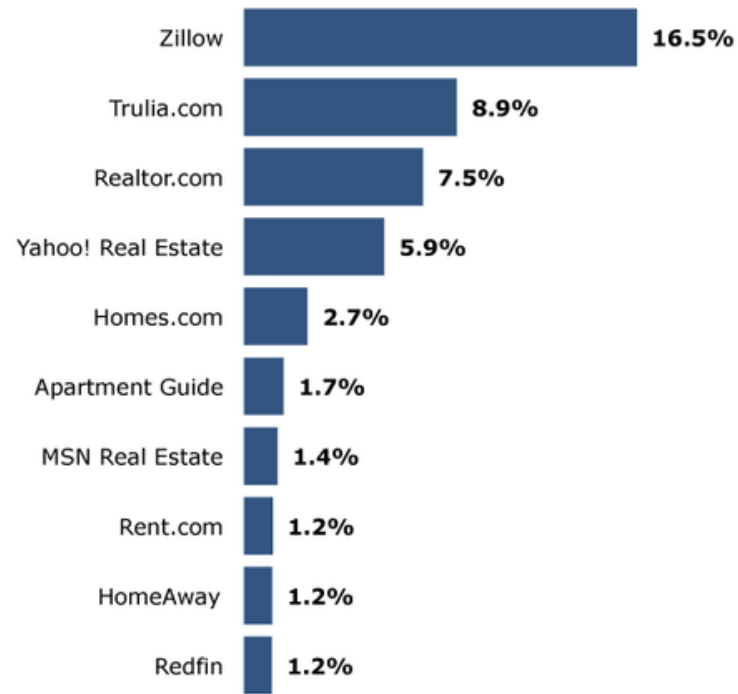


**MapGenius**

## Top 10 Real Estate Websites

by US Market Share of Visits (%)

**March 2014**



MC MARKETINGCHARTS.COM

Source: Experian Marketing Services

- ✓ 68% of home buyers search for homes without contacting an agent \*
- ✓ 34% of home buyers purchase a home without a buyer's agent \*
- ✓ 26% of home sellers list their homes without a seller's agent \*
- ✓ Selling and buying real estate is more and more reliant on Web marketing

\* Source: National Association of Realtors

# Real Estate Mapping Technology SWOT Analysis



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## MapGenius Strengths

1. Cloud-based, small end-point footprint
2. Faster map rendering
3. Multiple map views
4. Flexible routing API
5. Numerous retail partners.

## MapGenius Weaknesses

1. No real estate specific features
2. No real estate partners
3. Small market share

## MapGenius Opportunity

1. Google and Bing do not offer real estate specific features
2. MapGenius architecture enables integration of data from multiple sources
3. Mobile devices are the primary means for finding new homes

## MapGenius Threats

1. Competitors could choose to add real estate specific features
2. Competitors have greater market share
3. Zillow, Redfin, Opendoor, Trulia, Realtor.com differentiate using technology

# VALUE PROPOSITION

Combine publicly available information about residential and commercial property with MapGenius mapping software to provide consumers and real estate agents with a seamless real estate buying/selling experience.



**MapGenius**

The screenshot displays the MapGenius web application interface. At the top, there is a navigation bar with links for "My Account", "Map Layer Directory", "Tutorial", and "Contact Us". Below this is a search bar with the placeholder text "Enter address including city and/or zipcode." and a search button. The main interface is divided into a sidebar on the left and a map area on the right. The sidebar contains a "Layers" panel with a "Collapse All" button and a list of map layers. The "Layers" panel is expanded to show the following categories and options:

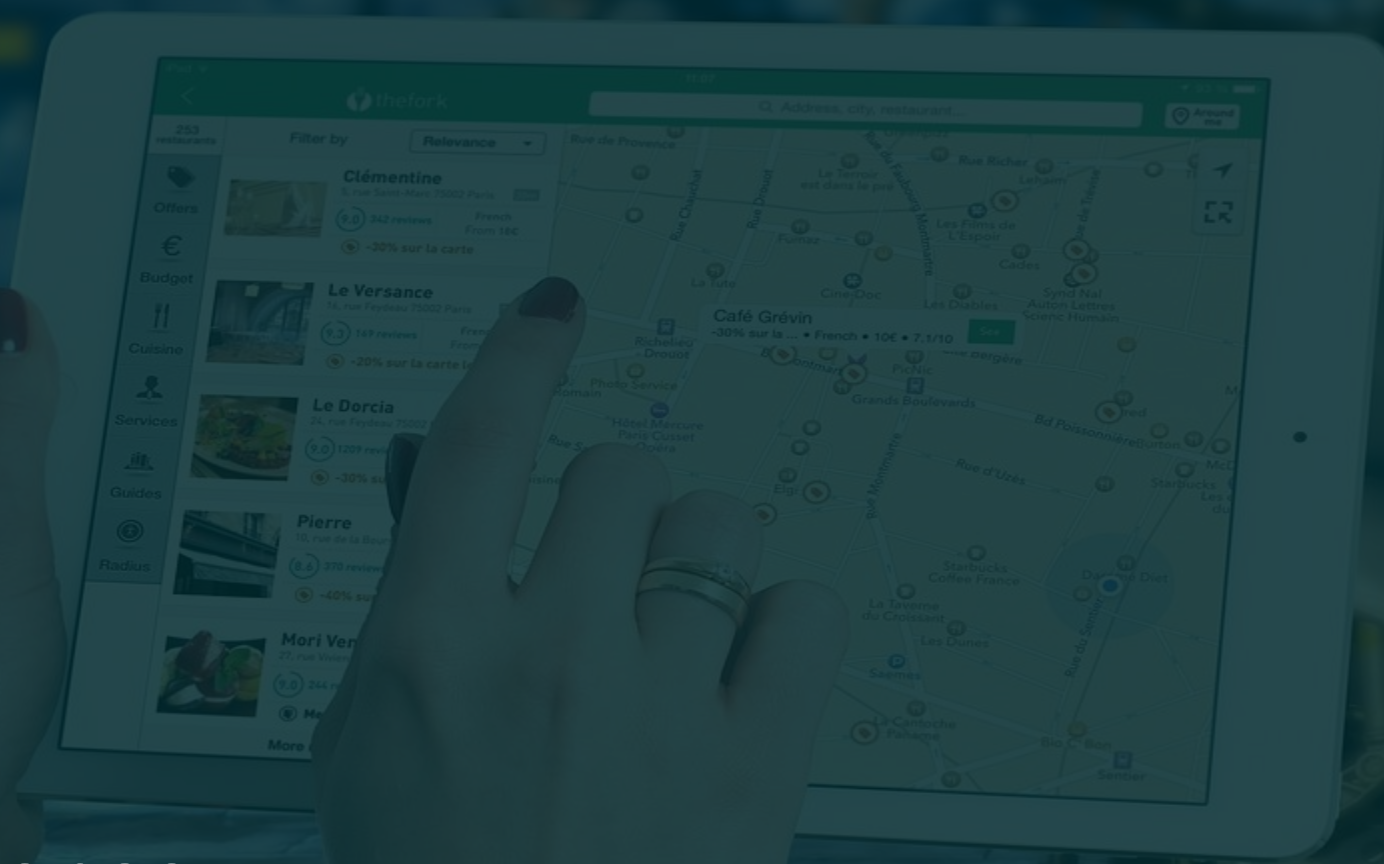
- Hazards**
  - DFIRM Political
  - FEMA Flood Zones DFIRM Panels
  - FEMA Flood Zones DFIRM
  - FEMA Flood Zones Q3 Update
  - FEMA Flood Zones Q3
- Land Cover**
  - Wetlands 2008
  - Land Cover 2008
  - Wetlands NWI 1978-2013
  - Wetlands NWI 1978-2010
- Soils**
  - Soils Component Name Labels
  - Soils MUSYM Labels
  - Soils Outlines
  - Soils Hydric
- Scanned Maps**
  - USGS Topo Map
- Elevation Backdrop**
  - Digital Elevation Model - 3m AVAILABILITY
  - Digital Elevation Model - 3m
  - Digital Elevation Model - 10m
- Base Layer**
  - None
  - Aerials 1995 1-meter CIR
  - Aerials 1999 1-meter CIR
  - Aerials 2004 1-meter
  - Aerials Latest Hybrid - County Streets
  - Aerials Latest Hybrid - OpenStreetmap
  - Aerials Latest
  - MapQuest Open Aerial Tiles

The map area shows a residential neighborhood with various streets and features. The map is overlaid with green lines representing property boundaries and other data layers. The map is titled "MapGenius" and includes a scale bar (Scale = 1 : 3385) and coordinates (Long/Lat Decimal Degrees (x, y): -81.63685, 28.25684; Lat/Long Degrees Minutes Seconds (y,x): 28° 15' 24.6" N 81° 38' 12.6" W).

Sales Deck



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## Don't You Wish Your Mapping App Could Do This:

- ✓ Show you the full sales, ownership, and property tax history for any property, listed or not
- ✓ Show you the median home value for a selected area on the map
- ✓ Show you average property tax for a selected area
- ✓ Show you FEMA flood zones superimposed on any area where you are looking
- ✓ Show zoning areas superimposed on an area where you are looking
- ✓ Set up your showings for the day and have the mapping software route you from one listing to the next
- ✓ Integrate with Facebook, Twitter, Instagram, and LinkedIn



**MapGenius**

# Don't You Wish You Could Search Maps Based On:

## ✓ School

“Show me all the homes for sale that feed into Mill Creek High School”

## ✓ Zoning

“Show me all the properties for sale that are zoned for agricultural use”

“Show me all the properties for sale that are zoned multi-family”

## ✓ Political Boundary

“Show me all the homes within the city limits of Buford”

## ✓ Amenities

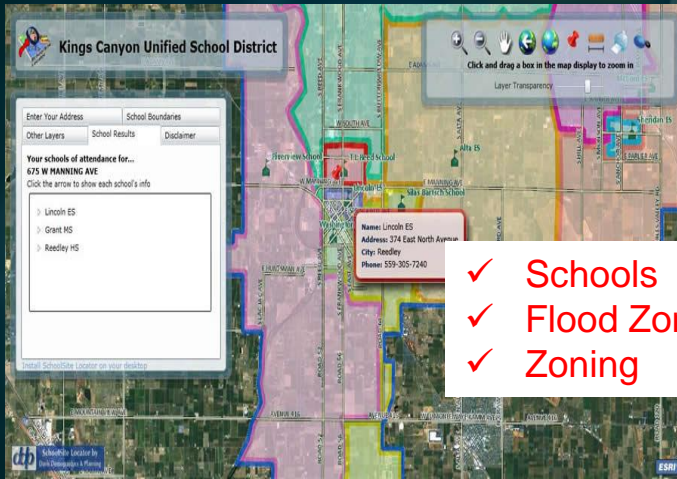
“Show me all the listing that are less than five miles from a public beach”

“Show me all the listings within one mile of a public park”

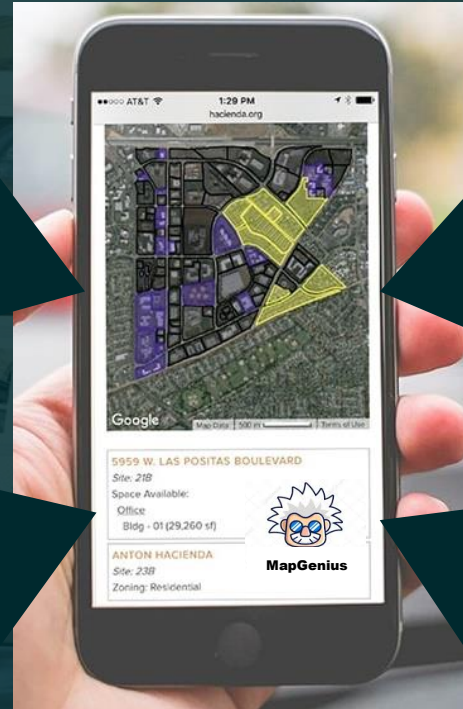
# Well, Now You Can With MapGenius!



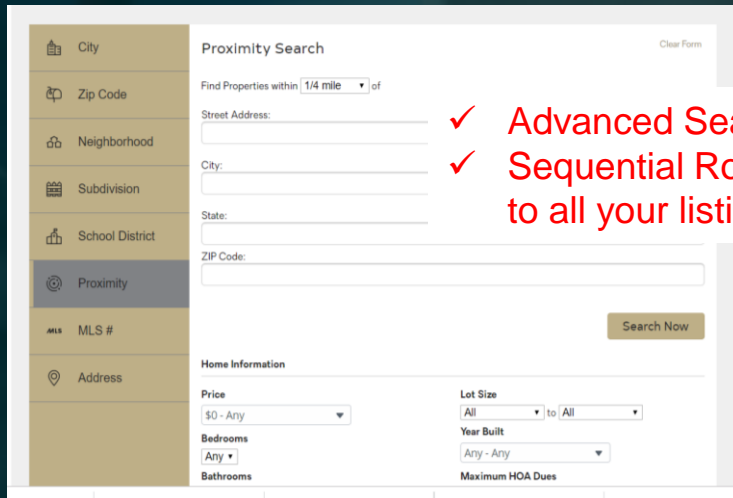
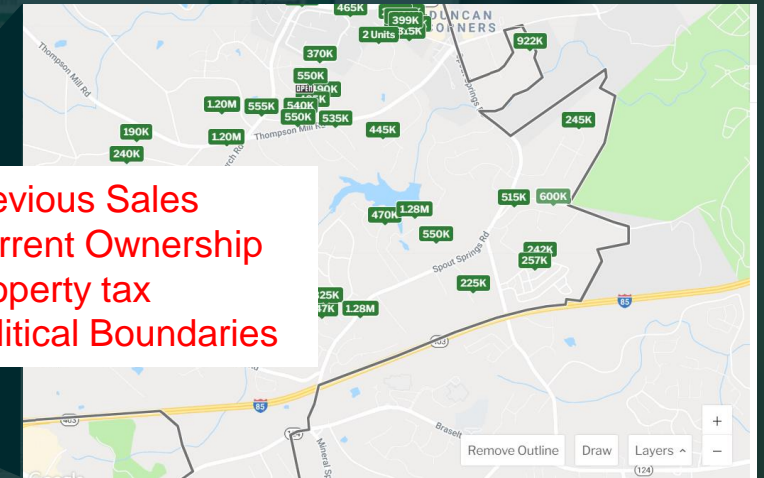
**MapGenius**



- ✓ Schools
- ✓ Flood Zones
- ✓ Zoning

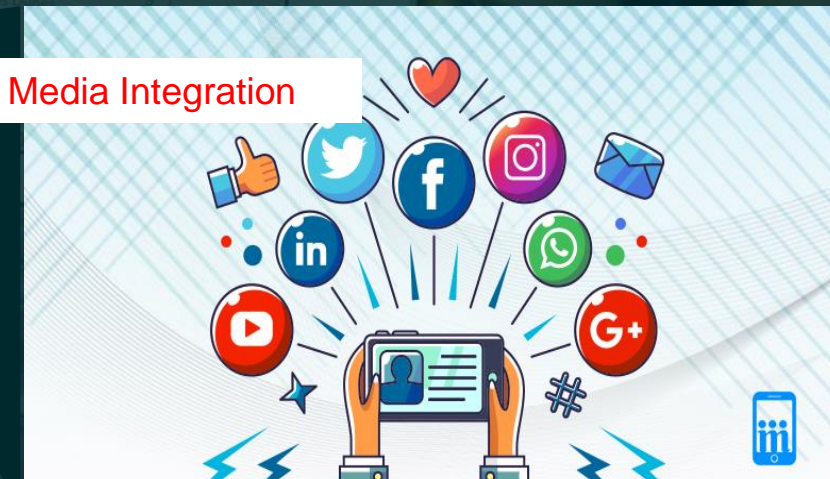


- ✓ Previous Sales
- ✓ Current Ownership
- ✓ Property tax
- ✓ Political Boundaries



- ✓ Advanced Search
- ✓ Sequential Routing to all your listings

- ✓ Social Media Integration



**One Source for all Your Real Estate Market Information**



# New Data View Features and Functions



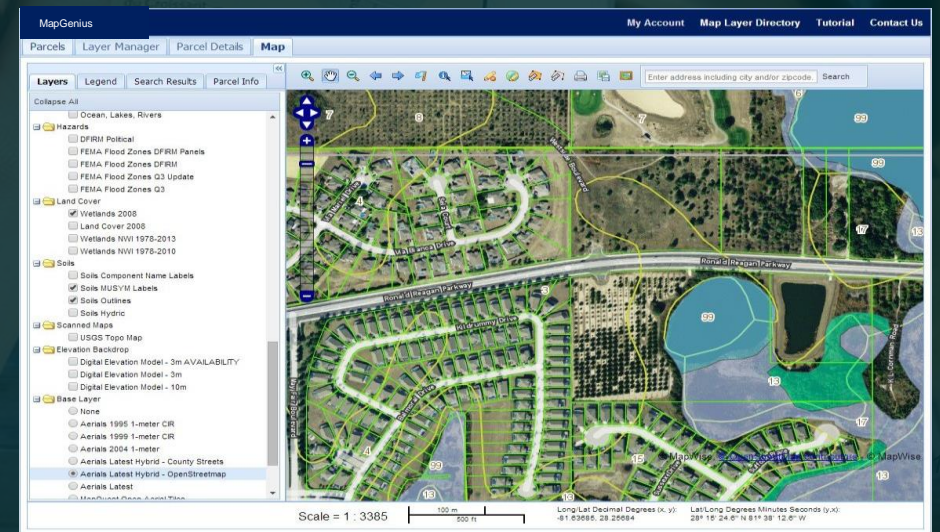
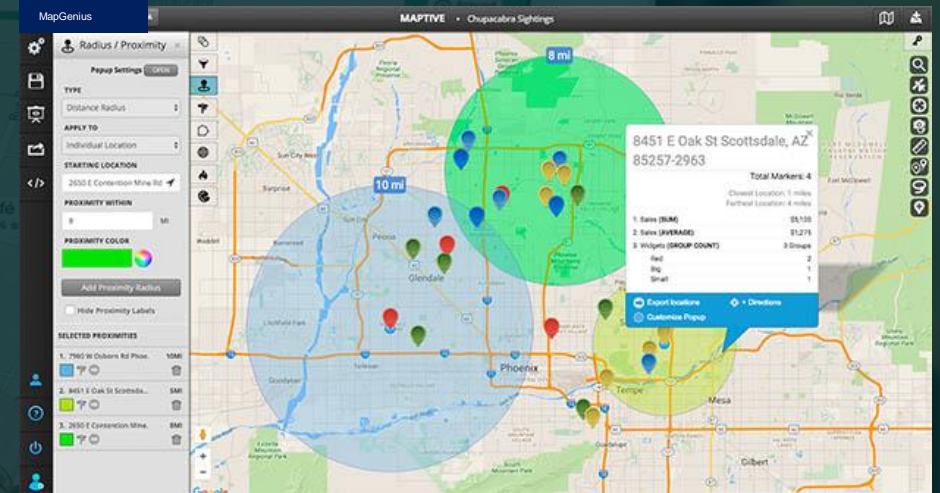
**MapGenius**

## Property Pricing and Area Demographics

- ✓ Complete sales history for any selected property
- ✓ Current ownership for any selected property
- ✓ Property Appraisal parcel data for any selected property
- ✓ Select any area on the map and see:
  - Median home value
  - Average property tax
  - Census demographics
  - Median income

## Toggle layers on map to show:

- ✓ FEMA designated Flood Zones
- ✓ Strategic ecosystems (wetlands, ESA, etc.)
- ✓ Zoning and future land use designation boundaries
- ✓ School district boundaries
- ✓ Political Districts (city, congressional district, etc.)





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# New Search Features and Functions

## School District

- ✓ Search by properties that feed into a specified school
  - High School
  - Middle
  - Elementary
  - Click and get information on the school

## Zoning

- ✓ Search by Zone (residential, commercial, multi-family, agricultural, etc.)
- ✓ Search by future land use designation

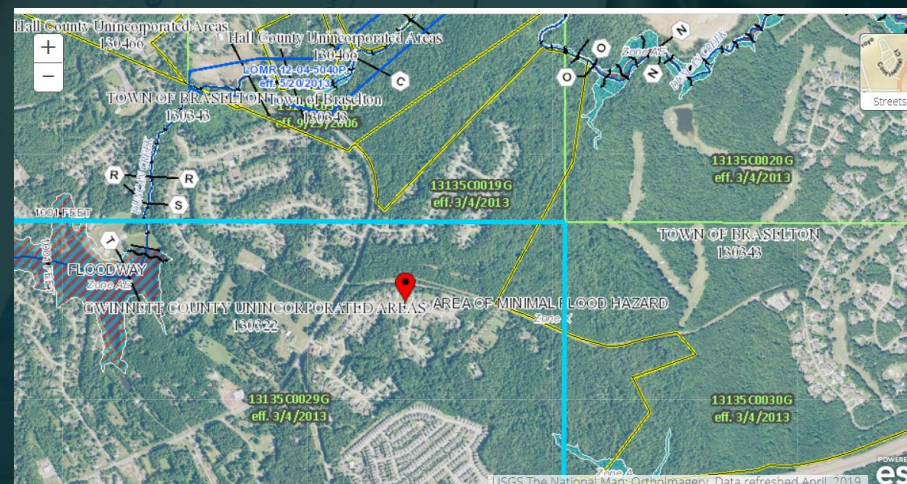
## Political District

- ✓ City limits, congressional district, county, subdivision, etc.

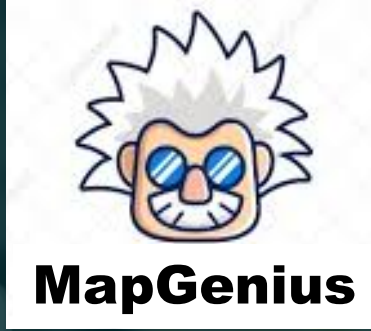
## Amenities

- ✓ Parks
- ✓ Recreation areas
- ✓ Lakes
- ✓ Beaches

The screenshot shows a 'Proximity Search' form with a sidebar on the left containing filters: City, Zip Code, Neighborhood, Subdivision, School District, Proximity (selected), MLS #, and Address. The main form includes a 'Find Properties within' dropdown set to '1/4 mile', a 'Street Address' field, and fields for 'City', 'State', and 'ZIP Code'. A 'Search Now' button is at the bottom right. Below the search fields is a 'Home Information' section with dropdowns for 'Price' (\$0 - Any), 'Bedrooms' (Any), 'Bathrooms', 'Lot Size' (All to All), 'Year Built' (Any - Any), and 'Maximum HOA Dues'.

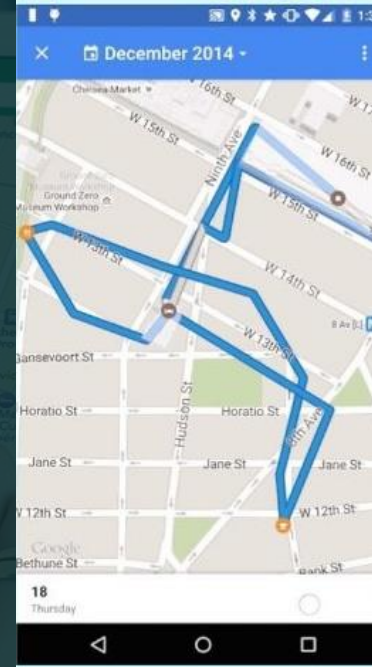


# More Features and Functions



## For Real Estate Agents

- ✓ Sequential routing
  - select all the properties you want to show and MapGenius will route you to each one sequentially
  - Route optimization – MapGenius will determine the most efficient way to view your selected properties
- ✓ Sales territories
- ✓ “Hot Zones” – shows you where home sales are hot
- ✓ Underserved zones – Shows you where home sales are low



## Social Media Integration

- ✓ Open MapGenius from Facebook, Twitter, Instagram, and LinkedIn
- ✓ Share maps and listings through social media

## App is 100% Cloud-based

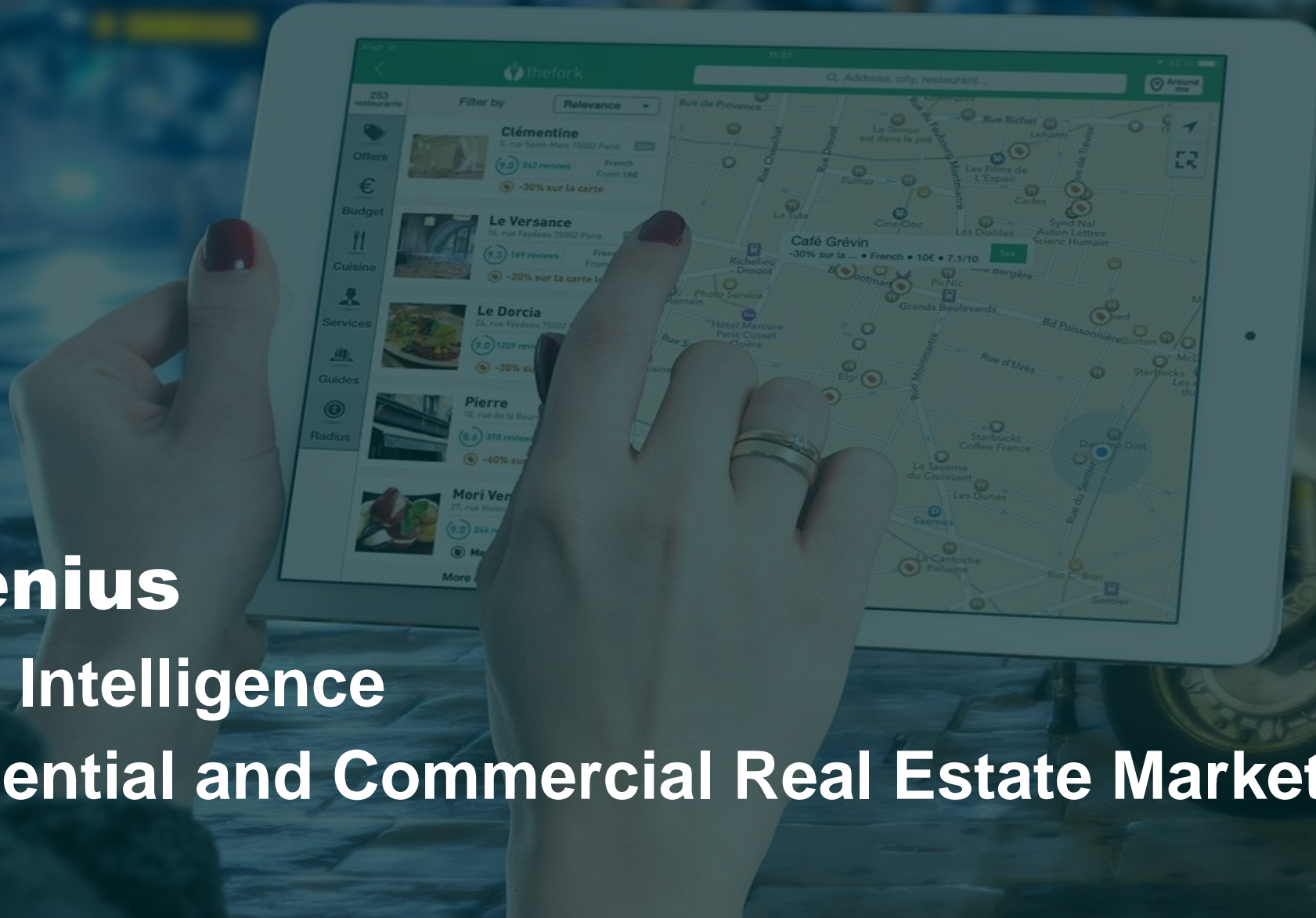
- ✓ Anytime/anywhere access (smartphone, tablet, and PC)
- ✓ No software to download and install



# Business Case



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To Residential and Commercial Real Estate Marketing



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# Go-To-Market Strategy (Residential, US only)

## Step 1: Get residential real estate franchisers and brokers to endorse MapGenius

- ✓ Century 21
- ✓ Sotheby's
- ✓ Better Homes and Garden
- ✓ Coldwell Banker
- ✓ ERA
- ✓ NRT
- ✓ ZipRealty
- ✓ Corcoran Group

## Step 2: Direct sales to individual franchises and brokers

- ✓ Target franchisers and brokers in the largest markets first to develop reference customers with face-to-face meetings
- ✓ Use telesales for secondary markets

## Step 3: Develop partnerships with or license technology to:

- ✓ Zillow
- ✓ Trullia
- ✓ Redfin
- ✓ Realtor.com



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# Value Proposition

## For residential real estate franchisers and brokerage companies

- ✓ MapGenius will give you a competitive edge against Web only brokers
- ✓ MapGenius will differentiate your services from other franchisers
- ✓ MapGenius will attract more buyers and listers to your franchisees
- ✓ MapGenius will make your agents more productive

## For individual franchises and brokers

- ✓ MapGenius will give you a competitive edge against Web only brokers
- ✓ MapGenius will differentiate your agents services from other brokers
- ✓ MapGenius will attract more buyers and listers to your agents
- ✓ MapGenius will make your agents more productive

## Partners:

- ✓ Increase traffic to your Web site
- ✓ Will make your Web site a truly one-stop-shop



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# Residential Real Estate Pricing

## For residential real estate franchisees and brokerages

- ✓ Option 1: Upfront license fee plus a flat monthly fee
  - \$500 per year + \$100 per month unlimited users
  - Annual contract required
  - Automatically renews unless canceled
  - Cost to individual franchisee or broker = \$1,100 per year
- ✓ Option 2: Upfront license fee plus pay per user
  - \$500 + \$5 per user (user = agent, listers and buyers)
  - License to lister or buyer expires when the property is sold
  - Annual contract required
  - Automatically renews unless canceled
  - Average cost to franchisee or broker depends on number of listings handled

## Partners:

- ✓ Flat annual license fee to be negotiated

# Revenue Model



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## MapGenius Real Estate Market Business Model (Comercial Real Estate - Franchises and Brokers)

### Assumptions

Option 1 Upfront fee (per franchise/broker) per year	\$ 500
Option 1 Monthly fee (per franchise/broker) unlimited users	\$ 100
Option 2 Upfront fee (per franchise/broker) per year	\$ 500
Option 2 per user fee	\$ 5

Franchiser	Current Number of US Franchises	Average Listings per franchise/broker per year	Assumed Market Penetration year 1	Assumed Market Penetration year 2	Assumed Market Penetration year 3	Pricing Option 1				Pricing Option 2		
						License Fees Year 1	License Fees Year 2	License Fees Year 3	3 Year Total	License Fees Year 1	License Fees Year 2	License Fees Year 3
Century 21	6,100	89	20%	15%	22%	\$ 732,000	\$ 549,000	\$ 805,200	\$ 2,086,200	\$ 1,152,900	\$ 864,675	\$ 1,268,190
Sotheby's	3,825	78	8%	15%	22%	\$ 183,600	\$ 344,250	\$ 504,900	\$ 1,032,750	\$ 272,340	\$ 510,638	\$ 748,935
Better Homes and Garden	3,256	65	8%	15%	22%	\$ 156,288	\$ 293,040	\$ 429,792	\$ 879,120	\$ 214,896	\$ 402,930	\$ 590,964
Coldwell Banker	2,542	60	8%	15%	22%	\$ 122,016	\$ 228,780	\$ 335,544	\$ 686,340	\$ 162,688	\$ 305,040	\$ 447,392
ERA	1,503	54	8%	15%	22%	\$ 72,144	\$ 135,270	\$ 180,360	\$ 387,774	\$ 92,585	\$ 173,597	\$ 254,608
NRT	896	48	8%	15%	22%	\$ 43,008	\$ 80,640	\$ 118,272	\$ 241,920	\$ 53,043	\$ 99,456	\$ 183,716
ZipRealty	565	40	8%	15%	22%	\$ 27,120	\$ 50,850	\$ 74,580	\$ 152,550	\$ 31,640	\$ 59,325	\$ 87,010
ERA	297	30	8%	15%	22%	\$ 14,256	\$ 26,730	\$ 39,204	\$ 80,190	\$ 15,444	\$ 28,958	\$ 42,471
Misc.	8,900	20	4%	8%	12%	\$ 213,600	\$ 427,200	\$ 640,800	\$ 1,281,600	\$ 213,600	\$ 427,200	\$ 640,800
<b>Totals</b>	<b>27,884</b>					<b>\$ 1,564,032</b>	<b>\$ 2,135,760</b>	<b>\$ 3,128,652</b>	<b>\$ 6,828,444</b>	<b>\$ 2,209,136</b>	<b>\$ 2,871,818</b>	<b>\$ 4,264,086</b>





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# Project Phase One: US Residential Real Estate

## Epic 1: Residential Property Pricing and Area Demographics

1 →

- ✓ Complete sales history for any selected property
  - “As a residential property buyer, I want to see the complete sales history for any property I select so that I can judge whether the price of a home I want to buy is reasonable”
  - “As a residential property lister, I want to see the complete sales history for any property I select so that I can decide what price I would like to list my house for.”
  - “As a residential real estate agent, I want to see the complete sales history for any property I select so that I can advise my clients on what price to offer or what price to list a home for.”

1 →

- ✓ Current ownership for any selected property
  - “As a residential property buyer, I want to see the ownership of any property I select so that I can contact them to see if they are interested in selling their home.”
  - “As a residential real estate agent, I want to see the ownership of any property I select so that I can knock on their door and see if they are interested in selling their home.”

1 → = Priority Level



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# Project Phase One: US Residential Real Estate

## Epic 1: Residential Property Pricing and Area Demographics (Continued)

1 → ✓ Select any area on the map to see median home value

- “As a residential property buyer, I want to select an area on a map and see the median home value in that selected area so that I can decide if that area is somewhere I can afford to live.”

1 → ✓ Select any area on the map to see average property tax

- “As a residential property buyer, I want to select an area on a map and see the average property tax in that selected area so that I can decide if that area is somewhere I can afford the taxes.”
- “As a residential property buyer, I want to select an area on a map and see the income in that selected area so that I can decide if that area is a good fit for me.”
- “As a residential property buyer, I want to select an area on a map and see the census data for that selected area so that I can decide if that area is a good fit for me.”



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# Project Phase One: US Residential Real Estate

## Epic 2: Toggle layers on the map to show advanced information

1

- ✓ Show FEMA designated flood zones superimposed on a selected real estate search area map
  - “As a residential property buyer, I want to select an area on a map and see flood zone boundaries in that area so that I can judge the flood risk for that area.”

2

- ✓ Show strategic ecosystems superimposed on a selected real estate search area map
  - “As a residential property buyer, I want to select an area on a map and see the boundaries in that area for Environmentally Sensitive Areas (ESA) so that I can judge if I want to live in that area.”
  - “As a residential property buyer, I want to select an area on a map and see the boundaries in that area for wetlands so that I can judge if I want to live in that area.”



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# Project Phase One: US Residential Real Estate

## Epic 3: New Search Features and Functions

1 →

- ✓ Select a specific high school, middle school, or grade school and see all that listings on a map that feed into it
  - “As a residential real estate buyer, I want to select a specific school and see all the listings on a map that feed into that school so that I can select a property based on what school my kids would go to.”

1 →

- ✓ Select a zoning description (residential, commercial, agriculture, multi-family, mixed use, etc.) and see all the listings on a map that are within that zone boundary.
  - “As a residential real estate buyer, I want to see all the residential real estate listings that are zoned commercial so that I can see properties where I can run my autobody shop out of my home.”
  - As a residential real estate buyer, I want to see all the residential real estate listings that are zoned multi-family so that I can run a boarding house out of my home.



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# Project Phase One: US Residential Real Estate

## Epic 3: New Search Features and Functions (Continued)

- 2 → ✓ Select a specific political district and see all the listings on a map that are within that political boundary
  - As a residential real estate buyer, I want to see all the residential real estate listings that are located within a specified city limits so that I can find properties which allow me to receive city benefits.”
  - As a residential real estate buyer, I want to see all the residential real estate listings that are located within a specified congressional district so that I can live in an area represented by my congressman.”
  
- 2 → ✓ Select a type of amenity and see all the listings on a map that are within a specified distance of that amenity
  - As a residential real estate buyer, I want to see all the residential real estate listings that are less than five miles from a beach so that I can select a home based on how close it is to a beach.”
  - As a residential real estate buyer, I want to see all the residential real estate listings that are less than five miles from a park so that I can select a home based on how close it is to a park.”
  - As a residential real estate buyer, I want to see all the residential real estate listings that are less than five miles from a lake so that I can select a home based on how close it is to a lake.”



**MapGenius**

# Project Phase One: US Residential Real Estate

## Epic 4: Real Estate Agent Features

- 2 → ✓ Sequential Routing for real estate showings
  - “As a residential real estate agent, I want to select all the listings I am going to show for a particular day and particular client and have the mapping software determine the optimum routing to each listing so that I can use my time more efficiently.”
  - “As a residential real estate agent, I want to select all the listings I am going to show for a particular day and particular client and have the mapping software route me from one to the next so that I can use my time more efficiently.”
- 2 → ✓ Real Estate Sales Territories
  - “As a residential real estate manager, I want to set up geographic territories for the real estate agents working for me on a map so that I can utilized my agent’s time more efficiently.”
  - As a residential real estate manager, I want to select a real estate agent’s territory and display all the listings in that territory so that I can ensure my agents focus on the right listings.”



**MapGenius**

# Project Phase One: US Residential Real Estate

## Epic 4: Real Estate Agent Features (Continued)

3

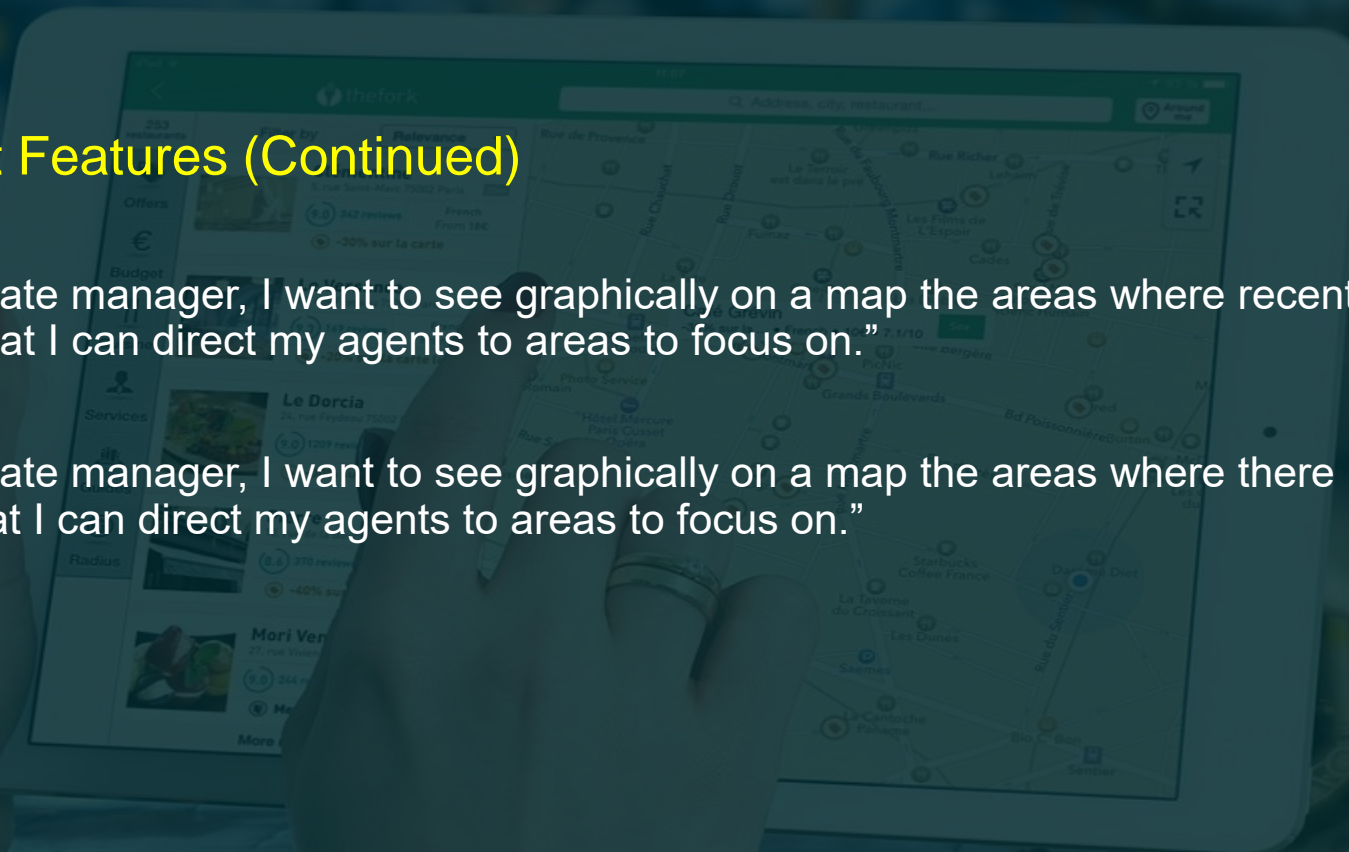
### ✓ Hot Zones

- “As a residential real estate manager, I want to see graphically on a map the areas where recent sales have been concentrated so that I can direct my agents to areas to focus on.”

3

### ✓ Underserved Zones

- “As a residential real estate manager, I want to see graphically on a map the areas where there have been few sales recently so that I can direct my agents to areas to focus on.”





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# Project Phase One: US Residential Real Estate

## Epic 5: Social Media Integration

- 3 → ✓ Open MapGenius from Facebook, Twitter, Instagram, and LinkedIn
  - “As a residential real estate customer, I want to be able to open my real estate mapping software from my Facebook account so that I can go directly to a listing or area from within my social media account.”
- 3 → ✓ Share maps and listings from Facebook, Twitter, Instagram, and LinkedIn
  - “As a residential real estate customer, I want to be able to share listings or maps from my real estate mapping software with my Facebook friends so that I can get their opinion on the listing or map.”





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# Residential Real Estate Mapping Road Map

3 Month Sprint

3 Month Sprint

2 Month Sprint

## Minimum Viable Product

- ✓ Complete sales history for any selected property
- ✓ Current ownership for any selected property
- ✓ Select any area on the map to see median home value
- ✓ Select any area on the map to see average property tax
- ✓ Show FEMA designated flood zones
- ✓ Select a specific school and show listings
- ✓ Select a specific zoning region

- ✓ Show strategic ecosystems
- ✓ Select a specific political district
- ✓ Select a type of amenity
- ✓ Sequential Routing for real estate showings
- ✓ Real Estate Sales Territories

- ✓ Hot Zones
- ✓ Underserved Zones
- ✓ Open from social media
- ✓ Share from social media

# Real Estate Mapping Backlog



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- 
- ✓ More features for real estate agents and managers
  - ✓ Commercial real estate features
  - ✓ Improved demographics
  - ✓ Partner integration
  - ✓ Integration with photos of property (street view shows photos of home)
  - ✓ More social media integration (Vimeo shows videos, Instagram shows pictures, etc.)

# Project P & L



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Recommend Pricing Option 2, Harder to administer, but more lucrative

## MapGenius Real Estate Market P & L (Commercial Real Estate - Franchises and Brokers)

Pricing Option 1				Pricing Option 2			
	Year 1	Year 2	Year 3		Year 1	Year 2	Year 3
Total GAAP Revenue*	\$ 1,124,832	\$ 2,135,760	\$ 3,020,436	Total GAAP Revenue*	\$ 1,517,396	\$ 2,871,818	\$ 4,264,086
Cost of Goods	\$ 56,242	\$ 106,788	\$ 151,022	Cost of Goods	\$ 75,870	\$ 143,591	\$ 213,204
Gross Profit	\$ 1,068,590	\$ 2,028,972	\$ 2,869,414	Gross Profit	\$ 1,441,526	\$ 2,728,227	\$ 4,050,882
Gross Margin	95%	95%	95%	Gross Margin	95%	95%	95%
R&D	\$ 337,450	\$ 427,152	\$ 543,678	R&D	\$ 337,450	\$ 427,152	\$ 543,678
Sales	\$ 674,899	\$ 1,067,880	\$ 1,208,174	Sales (total)	\$ 910,438	\$ 1,435,909	\$ 1,705,634
Marketing	\$ 56,242	\$ 106,788	\$ 151,022	Marketing (total)	\$ 56,242	\$ 106,788	\$ 151,022
G&A	\$ 101,235	\$ 170,861	\$ 362,452	G&A (Total)	\$ 101,235	\$ 170,861	\$ 362,452
Total Operating Expense	\$ 1,169,825	\$ 1,772,681	\$ 2,265,327	Total Operating Expense	\$ 1,405,364	\$ 2,140,710	\$ 2,762,787
Operating Income/Loss (EBIDTA)	\$ (101,235)	\$ 256,291	\$ 604,087	Operating Income/Loss (EBIDTA)	\$ 36,163	\$ 587,517	\$ 1,288,095
% of revenue		12%	20%	% of revenue	2%	20%	30%

Thank You!

So When Do We Get Started?

**MapGenius**

Bringing Intelligence

To Residential and Commercial Real Estate Marketing



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