



## houser noun

hou·ser (ˈhɑʊ-zər)

: one that promotes or administers housing projects

Andrea Esse  
2926 Schroeder Blvd, #113  
Keego Harbor, MI 48320  
Phone: 313-588-1773  
Email: andrea1ambition@gmail.com

### Company Description

The real estate industry is rapidly evolving, with the digital landscape now central to buying, selling, and renting properties. This shift demands a seamless, user-friendly platform that effectively connects all stakeholders. HOUSER addresses this need by providing a comprehensive, data-driven real estate solution.

The HOUSER platform analyzes consumer demand based on search criteria, empowering sellers to strategically time their market entry. Enhanced agent profiles showcase expertise and value, while off-market connections offer buyers and sellers unique opportunities and insights into future trends.

### Mission

To create an efficient, transparent, and connected housing market that benefits all stakeholders through the innovative use of technology and data analytics.

### Vision

Empower real estate agents by providing a platform that displays their value, equips consumers with data-driven insights, and seamlessly connects all participants in the housing market.

### Goals

- Achieve nationwide coverage and establish HOUSER as the leading platform for real estate transactions.
- Simplify the buying and selling process through intuitive design and automation.
- Provide sellers with actionable insights based on real-time buyer search criteria.
- Foster a community of trusted agents and vendors through verified profiles and ratings.

### Investment Highlights

- **Enhanced Profiles:** Real estate agents can showcase their expertise and attract clients.
- **Search Criteria Analytics:** Sellers gain insights into buyer demand and the optimal time to list their property.
- **Off-Market Connections:** Facilitated transactions before properties are officially listed.
- **Market Insights:** Data-driven advice on market conditions and timing for buying or selling.
- **Disclosures and Acknowledgement:** Ensures transparency in agent representation for consumers and addressing new NAR regulations.
- **Verified Funds:** Buyers demonstrate their financial capability, ensuring qualified transactions.
- **Real-Time Showings** with GPS integration so the requester, agent/seller can be at ease and see real time of arrival.

### Products and Services

#### **Enhanced Profiles for Realtors, Buyers, and Sellers:**

- Premium profile upgrades for increased visibility and lead generation.

#### **Interactive Search Experience:**

- Engaging list, map, and card views for exploring properties, agents, and vendors.

#### **Dynamic Marketplace:**

- A social platform for buying and selling properties, including exclusive off-market listings.
- Streamlined communication and transaction tools for all parties.

#### **Educational Resources:**

- Comprehensive guides and resources promoting transparency and informed decision-making.
- Topics include disclosures, market trends, and best practices for buyers, sellers, and agents.



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## Future Products

### Expansion Strategy:

- Year 1: Launch HOUSER in all US states and Canada.
- Year 2: Expand globally, targeting key international markets with high growth potential.

### Strategic Partnerships:

- Exclusive Partnership: Secure a 3-6 month exclusive partnership with a leading real estate brand. This will:
  - o Differentiate the partner brand with a unique selling proposition.
  - o Attract top agents from competing brands.
  - o Accelerate HOUSER's growth and brand recognition.
  - o Rapidly onboard hundreds of thousands of agents worldwide.

### Franchising Model:

- Master Franchises: Offer franchise and master franchise opportunities in US territories and Canada. This will:
  - o Enable faster market penetration through local expertise and resources.
- Create a scalable and sustainable business model for long-term growth.

## Competition

Direct competitors include Zillow, Redfin and Realtor.com. Indirect competitors exist in the form of local real estate brokerages and agents.

### Zillow

- Largest player, licensed in all 50 states, recently acquired ShowingTime
- Potential to become a super-app

### Redfin

- Offers competitive pricing and tech-driven real estate services

### Realtor.com

- Longstanding real estate listing platform with strong brand recognition

## Target Audiences

### Target Market:

- Buyers who are Looking for detailed search criteria, current, future market and off-market opportunities
- Sellers interested in knowing the best time to sell and understanding market demand
- Agents seeking educational resources and tools to better serve clients
- Vendors that are providing services to homeowners and real estate professionals

## Management Team

Andrea Esse, HOUSER's CEO is a dynamic and accomplished real estate professional with over 20 years of industry experience. Having successfully owned and operated multiple real estate companies for 18 years, she possesses a deep understanding of business management within this sector.

Andrea's leadership style is characterized by a hands-on approach, exceptional problem-solving skills, and a commitment to fostering collaborative, high-performing teams. Her dedication to excellence and passion for innovation make her the driving force behind HOUSER's vision.

## Risk Factors

- Market Competition
- Technology Risks
- Data Privacy
- Regulatory Risks
- Market Acceptance

## Financial Need

Seed funding of \$780,000 to cover development, marketing, and operational costs for the first year.



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**Use of Funds**

- Development Costs: \$300,000 for platform development and initial operations
- Marketing Budget: \$100,000 for initial marketing campaigns and promotional activities
- Operational Costs: \$200,000 for salaries, office space, and other administrative expenses
- \$80,000 for Working Capital

**Projected Profit and Loss**

HOUSER	Year 1	Year 2	Year 3
Revenue	\$20,237,616	\$53,867,505	\$148,237,328
Expenses	\$847,800	\$935,300	\$842,300
EBITA	\$19,389,816	\$52,932,205	\$147,395,028

**Exit Strategy**

**Possible Exits include:**

- Acquisition: Potential acquisition by established real estate platforms like Zillow, Redfin, or Realtor.com
- IPO: Initial Public Offering as a long-term goal if substantial dominance and profitability are achieved

**Investment Conclusion**

HOUSER's unique value proposition lies in its combination of agent-focused data enhancement, consumer education, and market intelligence. Rather than seeking to displace real estate agents, we empower them, fostering faster market penetration. The Company prioritizes full disclosure and transparency, equipping consumers with the knowledge needed to make informed decisions.

HOUSER's intuitive and engaging platform is designed to revolutionize the real estate experience. By simplifying connections and leveraging data-driven insights, we empower buyers, sellers, agents, and vendors to efficiently achieve their housing goals. Through strategic planning, innovative technology, and a dedicated team, HOUSER is poised to lead the industry into the future.

HOUSER offers a unique value proposition through its powerful combination of agent-focused data enhancement, consumer education, and market intelligence.

- Empowering Agents: HOUSER believes in working with agents, not against them. The Company's platform enhances their expertise, providing tools to deliver exceptional service and build stronger client relationships. This collaborative approach is key to their rapid market penetration strategy.
- Informed Consumers: HOUSER prioritizes transparency and education, equipping consumers with the knowledge and resources they need to make confident, well-informed decisions.
- Data-Driven Insights: The HOUSER platform leverages real-time market data and analytics to provide valuable insights to both agents and consumers, driving smarter decision-making.

HOUSER is more than just a platform – it's a partnership that benefits everyone involved in the real estate process.

