

# KELLE

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*Real Estate  
Simplified*

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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

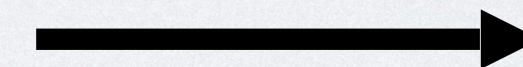
Transaction Management  
\$3000 / year  
x not integrated

CRM  
\$600 / year  
x not integrated

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

Digital / Social Marketing  
150 hour / year  
x not integrated

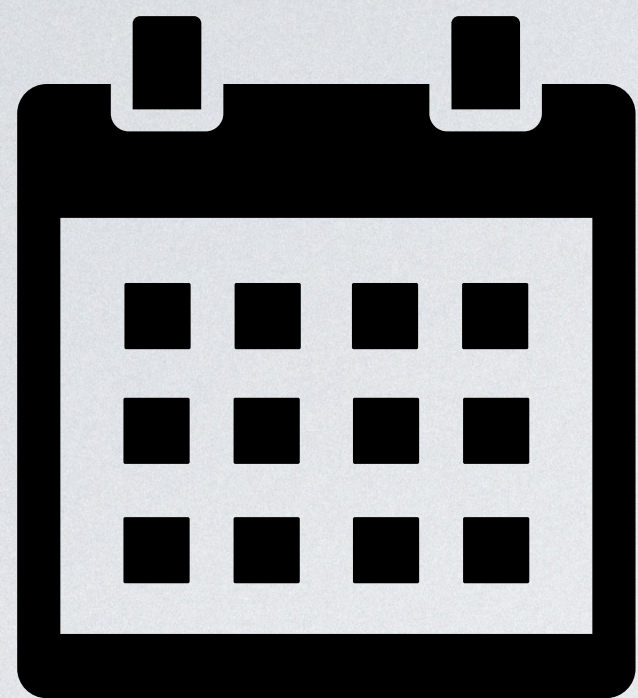
Agents spend time & money  
but still fall short



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



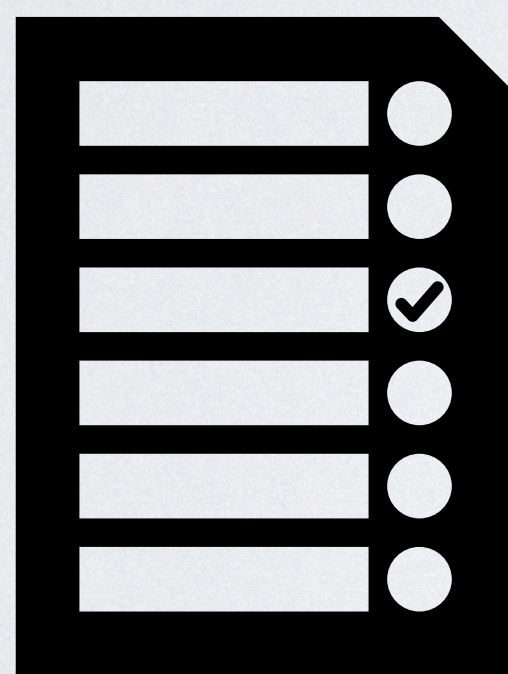
# Kelle makes automation a reality - one action, multiple outputs



Calendar



Listing Portal



CRM /  
Checklist



Design

A screenshot of the Agent Relationship Manager web application. The browser address bar shows the URL https://localhost:44315/core/actions/listview/1. The application has a navigation bar with tabs for Listings, Properties, People, Entities, Actions, and Dashboard. The main content area is titled 'Menu &gt; Actions +'. On the left, there is a 'Filter' section with dropdowns for Creator (ANY), Operator (ANY), Category (ANY), and Relation (ANY). Below these are checkboxes for 'Only Due|Alert', 'Only Important', 'Hide Complete', and 'Hide Archived', along with 'Refresh' and 'Persist' options. A red circle highlights a list of actions, including 'Test Action 001' (Operator: Dave P, Category: Appointment, Relation: Listings, Due: Wed, 2022-07-27) and 'Test Action 002' (Operator: Don Stocker, Category: Meeting, Relation: Properties, Due: Wed, 2022-07-28). On the right, the details for 'Test Action 001' are shown, including its Code (1), Creator (Dave P), Created date (2022-07-19 11:11), Updated date (2022-07-25 13:40), Completed status, and Permissions (Unlimited | Broker). Below this are sections for Title (Test Action 001), Access (Operator: Dave P, Team: Stocker &amp; Watts - Internal, Visibility: Operator | Broker), Attributes (Archived, Important, On Hold), Category (Reminder), Due date (2022-07-19), Progress (Infant), Alerting (Occurs: One Time, Date: 2022-08-22, Local Time: 15:23), Relation (Type: People, Code: 1), and Comments (The quick brown fox jumped over the lazy dog!). A red arrow points from the 'Test Action 001' entry in the list to the 'Access' section details.



# WHY?

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





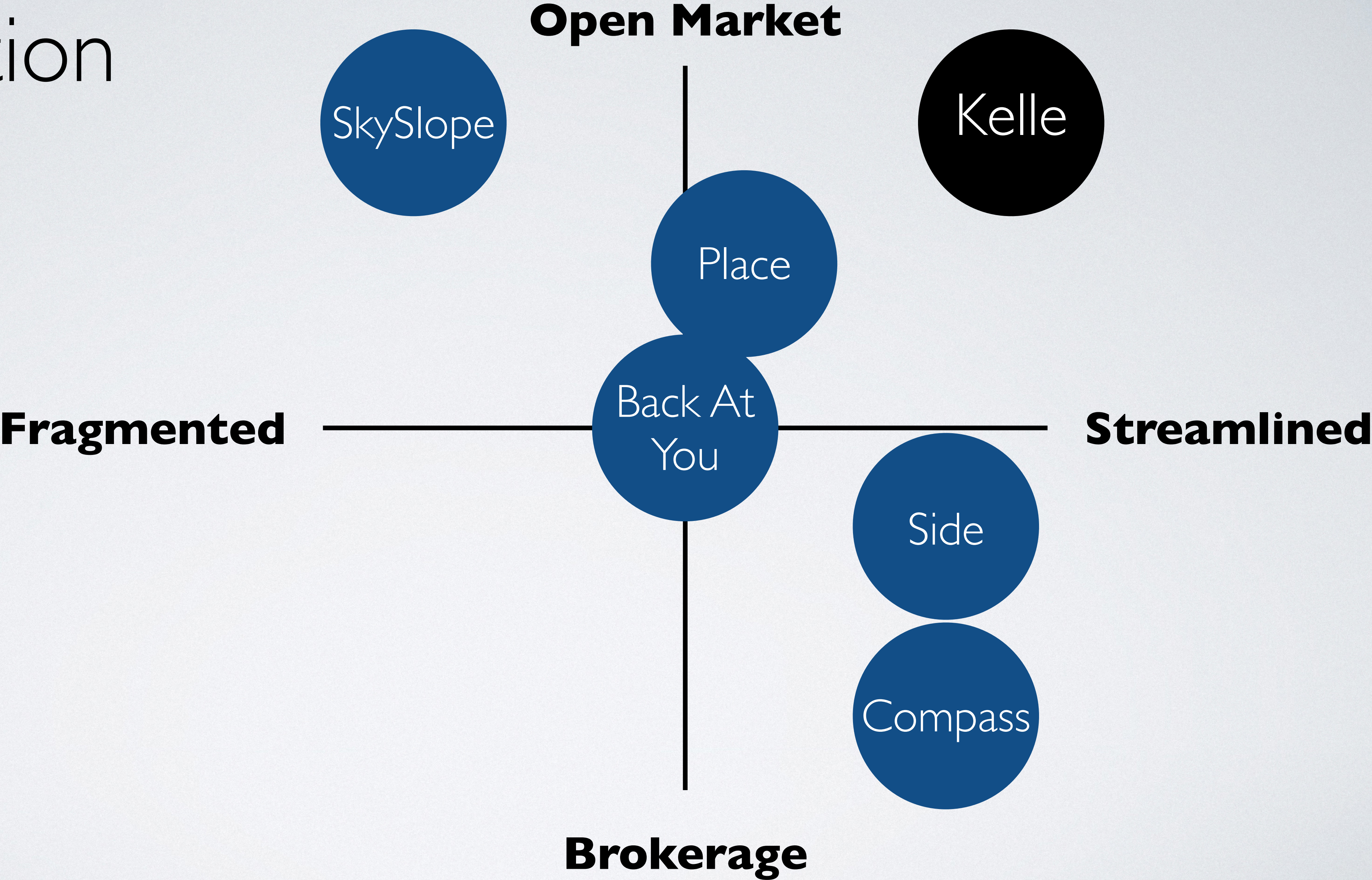
# Market Snapshot



\*Stats from NAR - National Association of Realtors



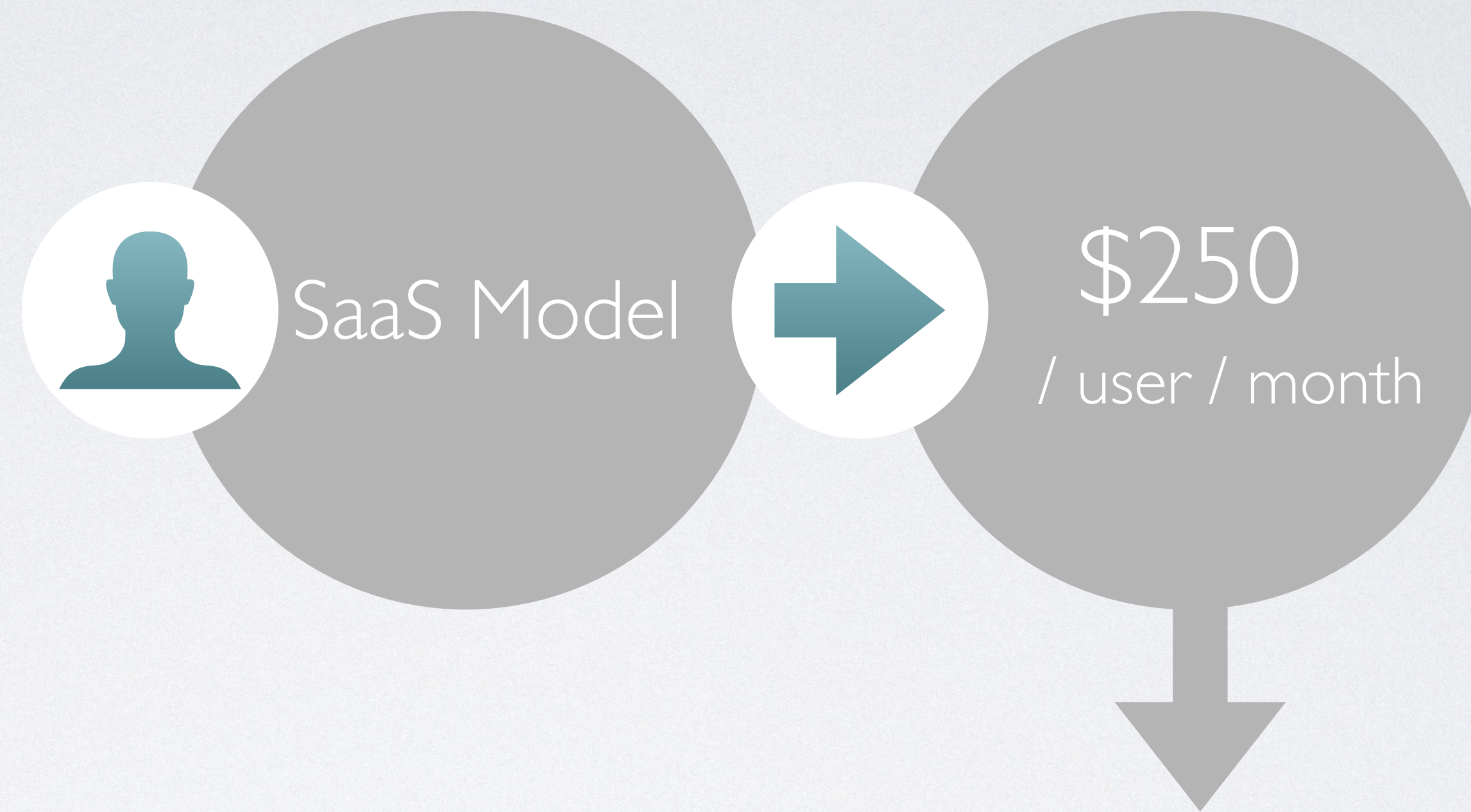
# Competition





# 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

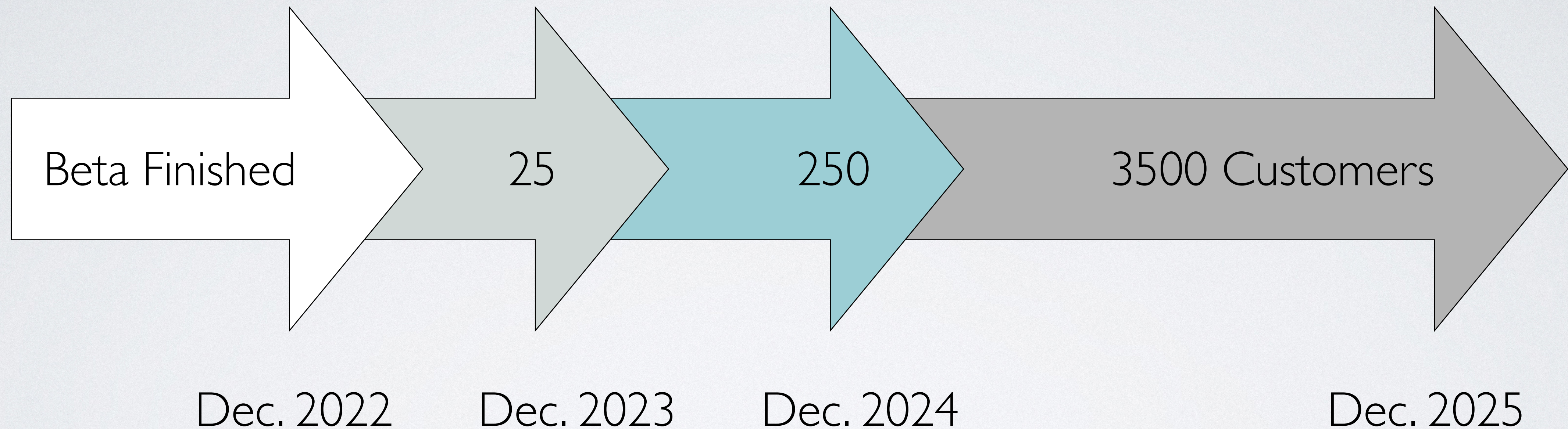


70% of agents are unsatisfied with the technology provided by their broker

\*National Association of Realtors data

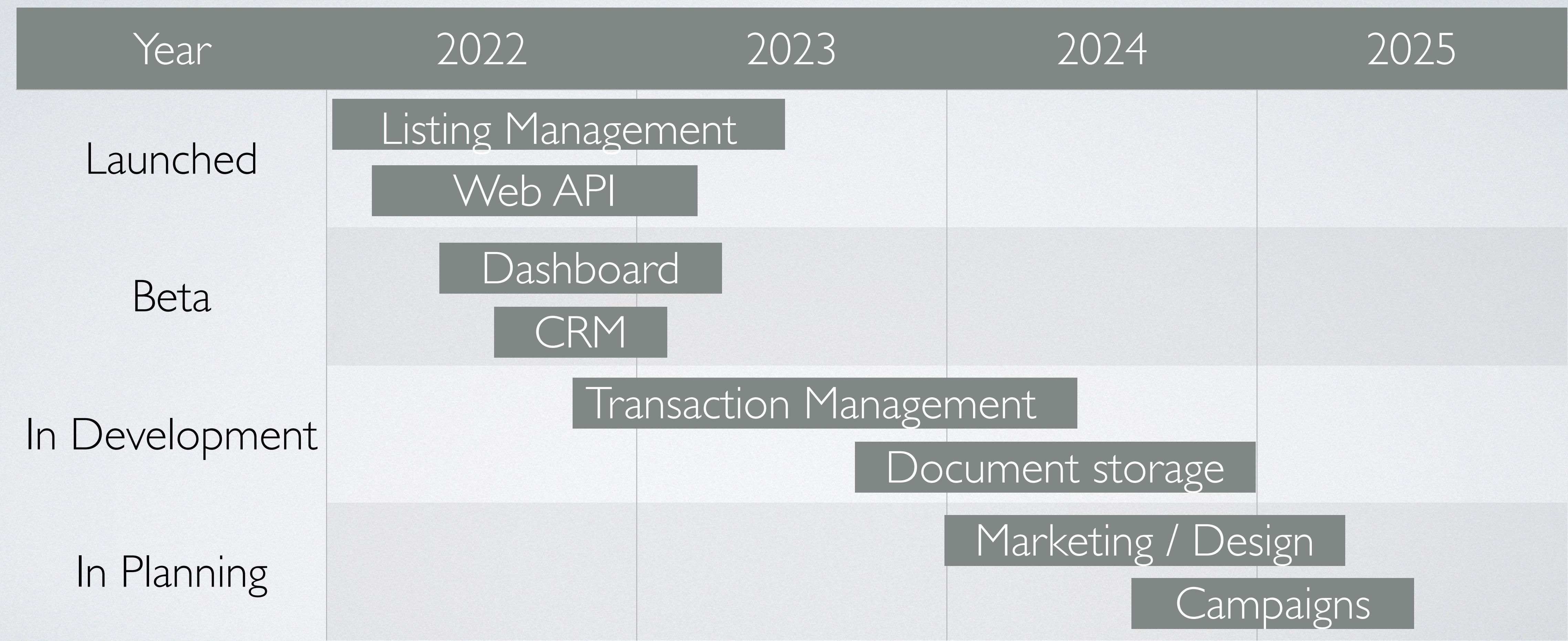


# GROWING TO 3500 CUSTOMERS





# PRODUCT ROADMAP



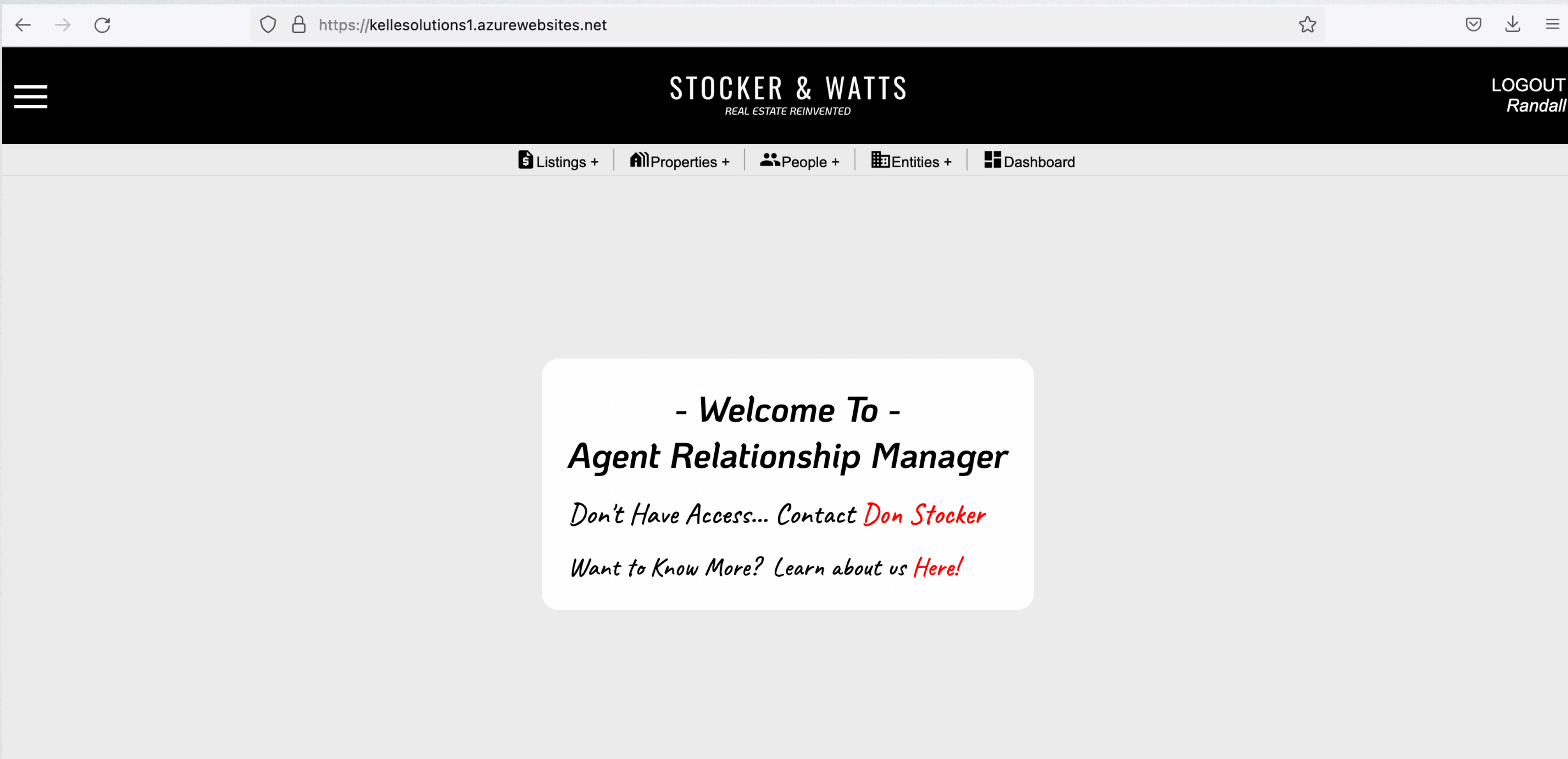


# WHAT'S NEXT : TRANSACTION MANAGEMENT & DOCUMENT STORAGE

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

Transaction Management is 100% customizable to broker requirements.

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





# KELLE TEAM

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





# Thank you!

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