

**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

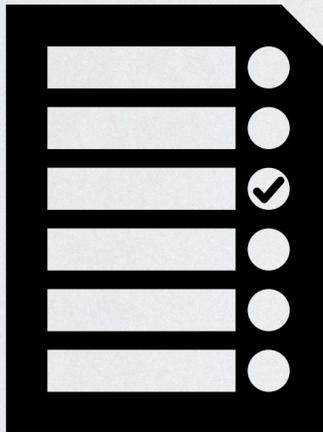
# Kelle makes automation a reality - one action, multiple outputs



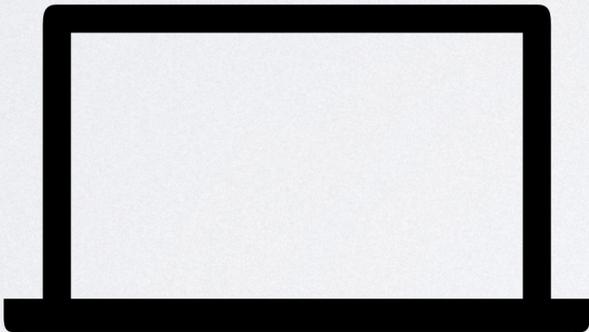
Calendar



Listing Portal



CRM / Checklist



Design

A screenshot of a web application interface titled "Agent Relationship Manager". The browser address bar shows "https://localhost:44315/core/actions/listview/1". The interface includes a navigation menu with "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 dropdown menus for "Creator", "Operator", "Category", and "Relation", all set to "ANY". Below these are checkboxes for "Only Due|Alert", "Only Important", "Hide Complete", and "Hide Archived", along with "Refresh" and "Persist" options. The main area displays a list of actions. The first action, "Test Action 001", is highlighted with a red circle and a red arrow pointing from the "Design" icon. This action has a "Code" of 1, was created by "Dave P" on 2022-07-19 at 11:11, and updated on 2022-07-25 at 13:40. It has "Unlimited | Broker" permissions. The action details are organized into sections: "Title" (Test Action 001), "Access" (Operator: Dave P, Team: Stocker &amp; Watts - Internal, Visibility: Operator | Broker), "Attributes" (Archived: unchecked, Important: checked, On Hold: checked, 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 button), and "Comments" (The quick brown fox jumped over the lazy dog!).

# WHY?

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

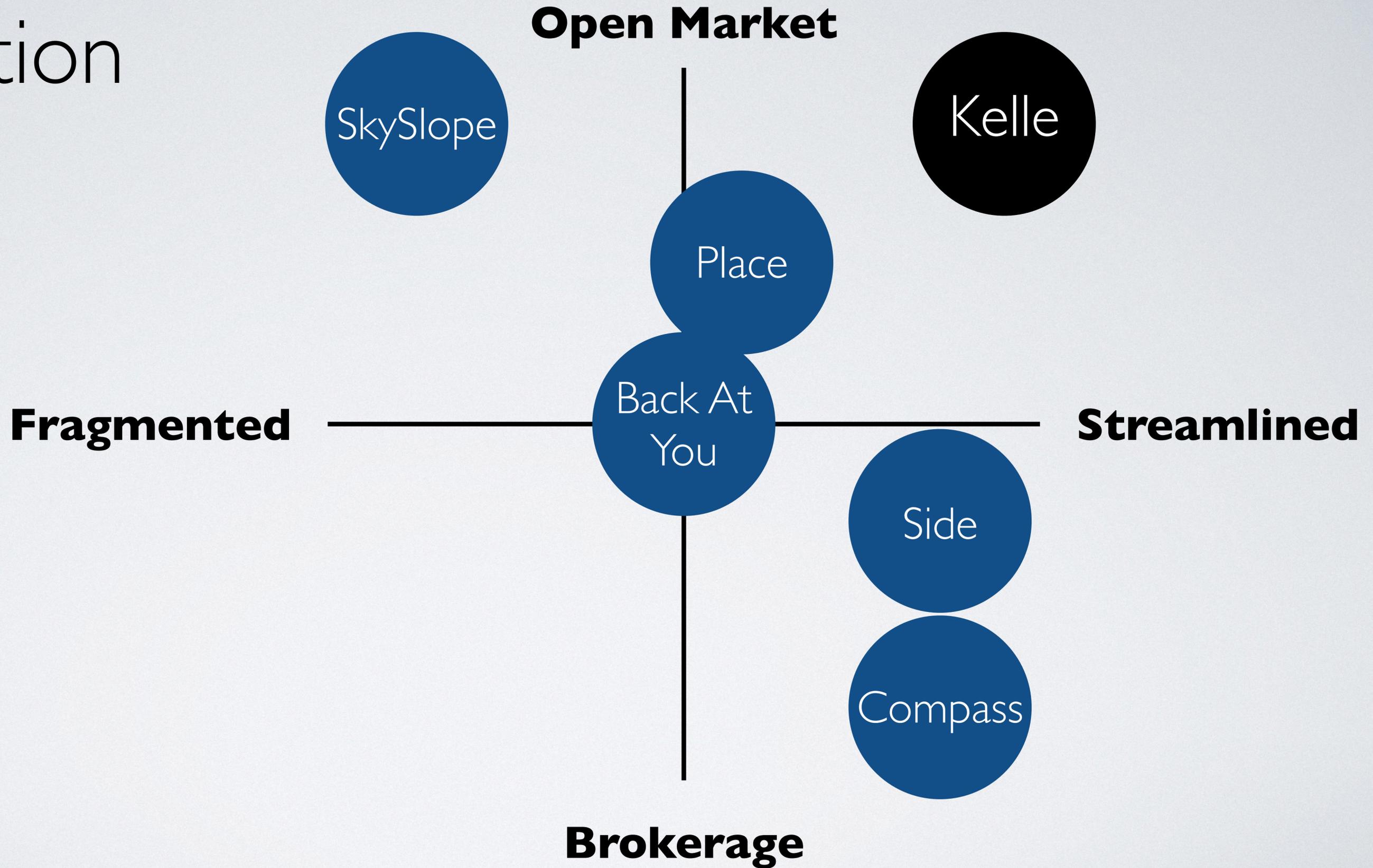


# Market Snapshot



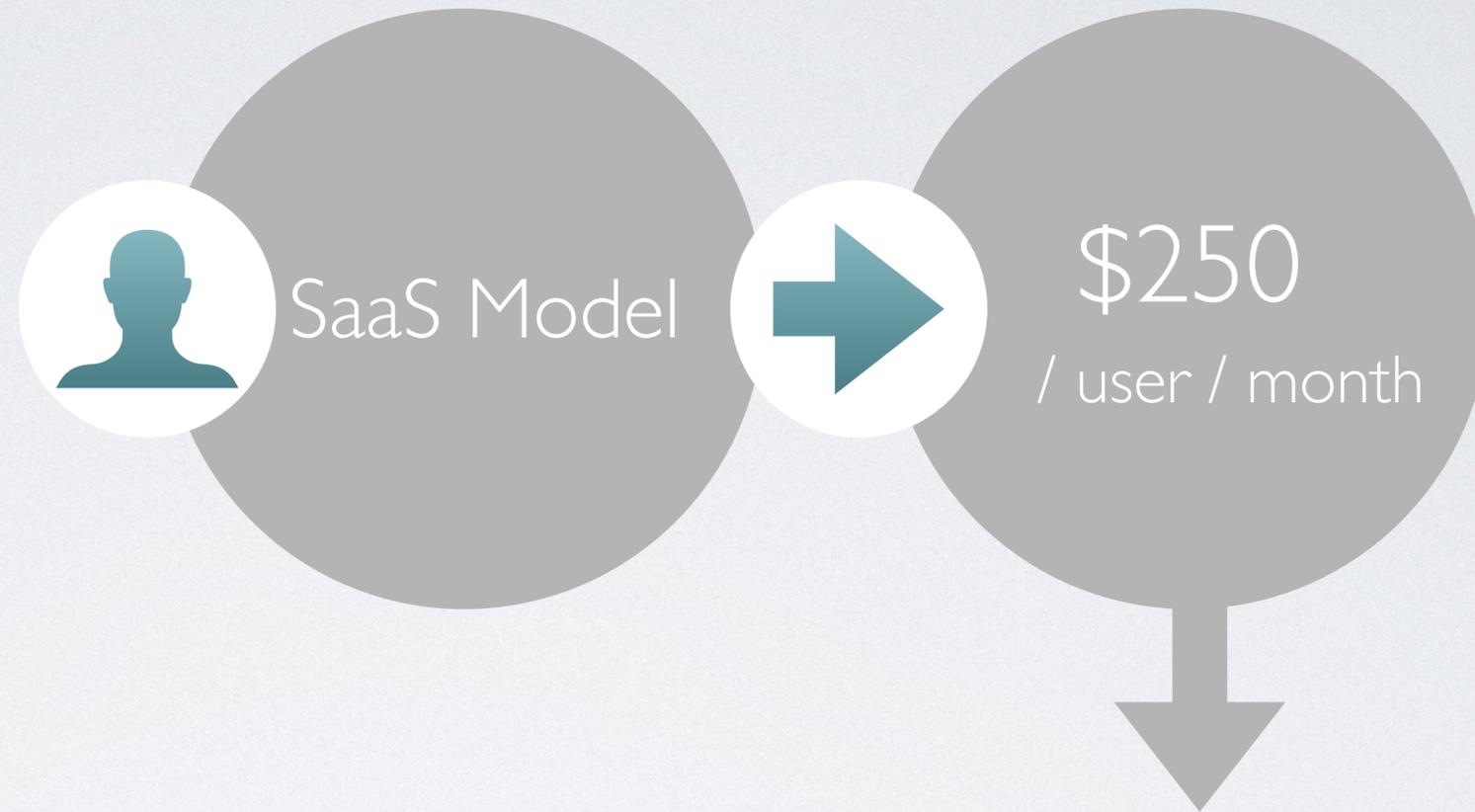
\*Stats from NAR - National Association of Realtors

# 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



Beta Testing

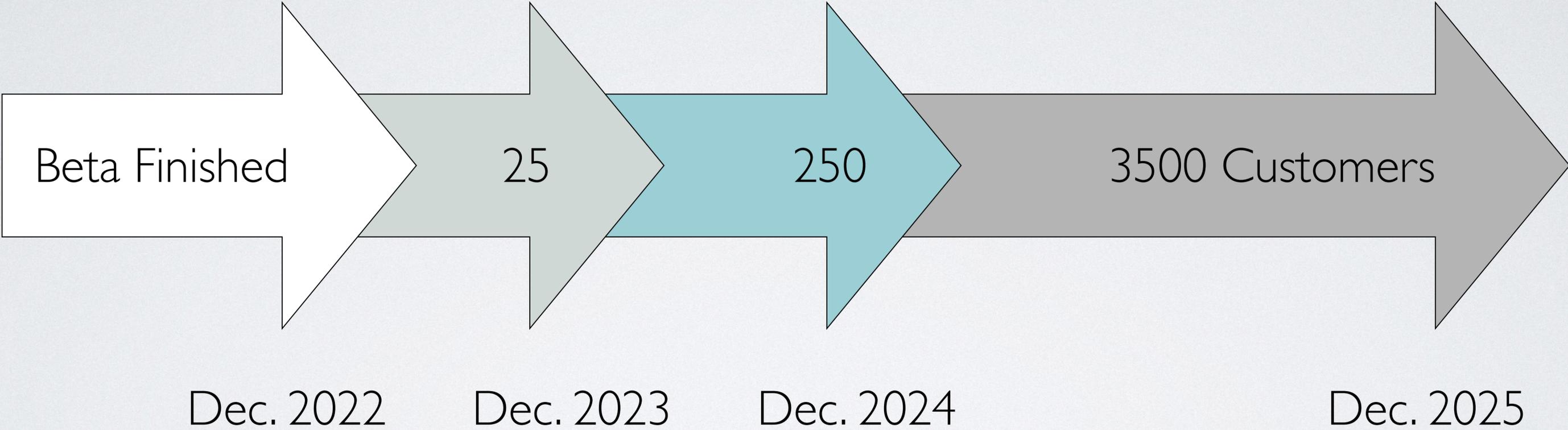
3500 customers

/ 1,000,000 agents in the US

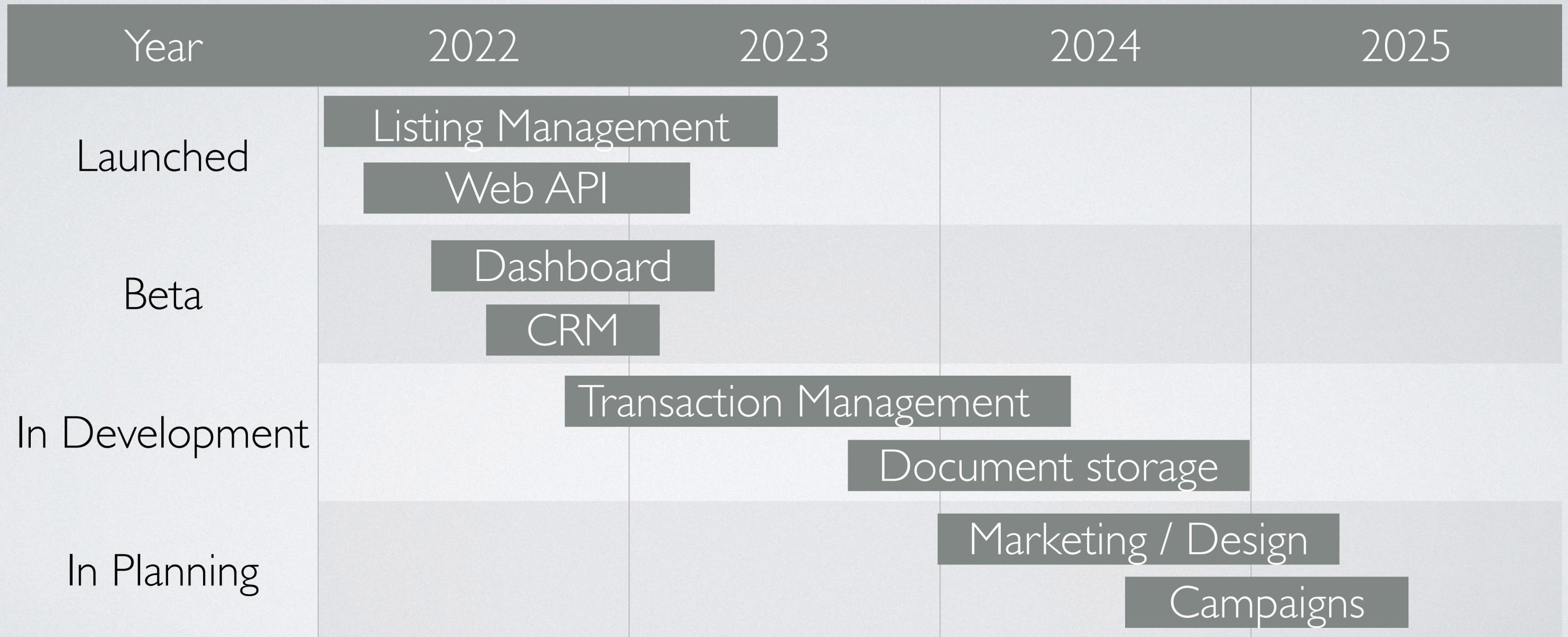
70% of agents are unsatisfied with the technology provided by their broker

\*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.

**- 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



# Thank you!

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