

# Rentberry

Making rent easy — Bid, sign, pay, & submit requests all in one app

[RENTBERRY.COM](#) SAN FRANCISCO CALIFORNIA



Alex Lubinsky  
CEO  
Rentberry



CEO, Alex Lubinsky, spent over a month searching the San Francisco rental market when he realized there must be a more efficient way to find the right apartment. The Rentberry platform is used to search, negotiate, and rent apartments — as well as communicating to your landlord, paying rent, and submitting maintenance requests.

**Oleskiy Lyubynskyy** CEO @ Rentberry

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## Why you may want to support us...

- 1 3M+ properties in 40+ countries.
- 2 \$10M raised. Investors: Zing Capital, Google, McKinsey & Co, CBRE, Harvard Business Alumni, etc.
- 3 900K users in 2019. 167K monthly active users.
- 4 Leading industry partnership with Emaar UAE — owns the world's largest mall & tallest building.
- 5 iOS & Android Apps.
- 6 Featured on WSJ, Inc, Fox, Forbes, ABC, and more.

## Our Team

AND OUR MAJOR ACCOMPLISHMENTS



**Oleskiy Lyubynskyy**

CEO

Co-founded CityHour in 2012. Won "Innovation Award" at the MacWorld 2014 conference. Sold the technology in 2015. Previously at Deloitte and Cisco.



**Ingrid Savain**

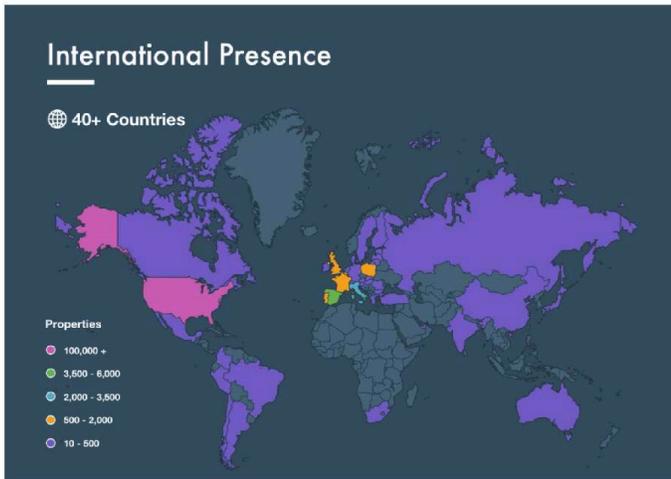
## In the news

Downloads

Rentberry Presentation Spring,2020 1.pdf

# We finally did it — renting done right. And the numbers show.

Rentberry is a transparent rental application and price negotiation platform uniting tenants and landlords. We've grown fast since 2017.



We've raised \$10M so far.

From Zing Capital, Google, 808 Ventures, Ericsson, Nokia, Lenovo, McKinsey & Company, CBRE, Harvard Business School Alumni Angels of Greater New York, and many more.





## Why now?

Renting is the new buying. Five to six million families will become new renting households in the US alone over the next 10 years. Renting has become an economic and lifestyle choice for 46% of those under the age of 45. It gives flexibility. Freedom. Less risk.



## Despite the economy, we holdfast.

Even during downturns and recessions (including COVID-19), Rentberry remains strong and flourishes as everyone rents. People stop buying properties and resort to renting. In downturns, our company and industry, as a whole, are essentially “protected.”

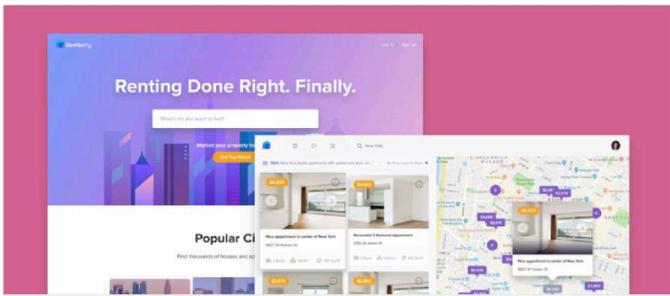


## Rentberry makes it easy.

Select a property, analyze the competition, submit your application, e-sign the lease, and manage your rental. Done.

### Global Rental Platform

- Available in 40+ countries
- Customizable rental experience
- Extensive search capabilities



**People want this.**

Both renters and property owners. Tenants want their search to be transparent and fast. Homeowners want to lease to quality tenants at the highest price. The problem is that current platforms don't solve this. Rentberry does.

### Saving and Comfortable for Renters

- Full Rental Experience**  
First and only closed loop platform
- Instant Savings**  
Save crucial time and thousands during move-in
- Intelligent Analysis**  
Have full visibility into the rental process
- No Spam**  
All listings are current and verified
- Co-signer Network**  
Efficient management of security deposits
- Maintenance Request**  
Instant and hassle-free communication with landlords

### Efficient and Secure for Property Owners

- Online Applications**  
Instant decision making process
- Rental Price Bidding**  
Receive higher bids from prospective tenants
- E-Sign Contracts**  
E-sign all rental agreements
- Quality Leads**  
Syndicate properties to top real estate platforms
- Reviews & Ratings**  
Receive valuable insight on prospective tenants
- On-time Rent Payments**  
Flexible payment options

**How we make money**

The yearly market opportunity for Rentberry is \$7B – revenue from tenants, landlords, and agents alone. This does not include revenue from enterprise.

### Flexible Revenue Model

Tenants		Landlords	
Application fee	\$9.99 per application	Property promotion (30 days)	\$49.99 per property
Screening Fee	\$1.99 per property	E-sign, rent collection & cloud data storage	\$19.99 per property

Agents		Enterprise	
Agent fee	\$24.99 monthly per agent	Residential properties (homes, apartments & condos)	\$1.00 monthly per property
*Does not include revenue from other sources (such as sale of renters insurance, leads to moving companies, etc.)		Commercial properties (offices, retail stores & malls)	\$0.02 monthly per sq. ft.

## The Plan

### Next Steps

**Capital Raise Target:**  
\$3.2 mln  
(70% secured)



**Accomplished to date:**

- ☑ Built dedicated team
- ☑ Proved business model
- ☑ Established strong customer base
- ☑ Secured key partnerships
- ☑ Achieved strong media coverage
- ☑ Secured high profile investors
- ☑ Successfully raised \$10 mln

**Funding will help us:**

- Fully patent technology
- Increase user base
- Add product functionality
- Implement financial monetization
- Expand commercial real estate platform
- Enter senior housing space
- Continue international growth

## Investor Testimonials

Steve Burton (USA)

Managing Partner, Beechwood Ventures



Trevor Bond (USA)

Co-chair, HBS Alumni Angels





Gary Macbeth (Australia)  
Managing Partner, 808 Ventures



Join us!

## Investor Q&A

### What does your company do? ▾

Rentberry is a transparent rental application and price negotiation platform uniting tenants and landlords. It automates all the standard rental tasks from submitting personal information, customer offers and eSigning rental agreement to sending maintenance requests. Welcome to the Rentberry neighborhood - where new tenants are moving in every day!

- COLLAPSE ALL

### Where will your company be in 5 years? ▾

In five years...

### Why did you choose this idea? ▾

CEO, Alex Lubinsky, spent over a month searching the San Francisco rental market when he realized there must be a more efficient way to find the right apartment. The Rentberry platform is used to search, negotiate, and rent apartments — as well as communicating to your landlord, paying rent, and submitting maintenance requests.

### Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

This is a good idea right now, because renting is the new buying. In fact, 5 to 6 million families will become new renting households in the US alone over the next 10 years. Renting has become an economic and lifestyle choice for 46% of those under the age of 45.

However, there is a challenge in the long-term rental market. Tenants want transparency and save valuable time. On the other hand, homeowners want to lease to quality tenants at the highest price.

The problem is that current platforms lack a solution and the technology for this.

### How far along are you? What's your biggest obstacle? ▾

Since Nov 2018, we have had 3M+ properties listed with 900K+ users in 40+ countries. 167K users are monthly active users.

We've established 30+ partnerships, including Emaar U.A.E., the owner of the largest shopping mall in the world (The Dubai Mall) and the tallest building in the world (Burj Khalifa).

rentberry.

Our biggest obstacle is...

**Who competes with you? What do you understand that they don't?** ▾

RentPath, Radpad, Apartment List, Zillow, Zumper, Craigslist, Lovely, and Trulia compete with us. However, the following are problems with our competition:

- Painful experience with brokers
- Time-consuming platforms
- Absence of transparent application process
- Incomplete business models
- Inability to save on move-in costs
- Outdated design and features

**How will you make money?** ▾

Our revenue model is flexible. We make money from 4 stakeholders: tenants, agents, landlords, and enterprise.

Our TAM is...

**What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?** ▾

**Does a bad economy affect the company?** ▾

Even during downturns and recessions, Rentberry flourishes as everyone rents. People stop buying properties and resort to renting. In downturns, our company and industry as a whole are essentially "protected."

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