



**TECHNOLOGY IS COMPLETELY DISRUPTING  
THE GREATER REAL ESTATE INDUSTRY**



**NEXT DOOR**  
PHOTOS

# CREATING A MUCH MORE EFFICIENT HOME BUYING & SELLING PROCESS



## PRE-APPROVALS

In 5 minutes or less  
with Rocket Mortgage



## INSTANT OFFERS

With a click of a button  
from Opendoor



## CUSTOM SEARCHES

To quickly find your next  
home on Zillow



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# BUT REALTORS ARE WASTING TIME AND MONEY WAITING FOR PHOTOS TO PUBLISH LISTINGS



## TIME IS MONEY

Despite this shift, realtors and iBuyers are waiting an average of 5-7 days to book a shoot and receive completed media



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# PUBLISH LISTINGS FASTER WITH NEXT DOOR PHOTOS



**1 MINUTE**

Live online ordering



**1 APPOINTMENT**

For all listing media



**1 DAY**

To capture a listing and  
1 day delivery



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# LOCAL OWNER/OPERATORS POWERED BY AN ENTERPRISE PLATFORM



## PARTNERSHIP

Empower entrepreneurs  
with business ownership



## PLATFORM

Seamless client interface  
and automated workflow  
providing 12-hour  
turnaround on media



## EDITING NETWORK

3 global editing partners  
for risk reduction  
& capacity



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# SIGNIFICANT OPPORTUNITY & GROWING MARKET ADOPTION



## \$2B+ ANNUALLY

Each year over 5M homes get listed with \$400 worth of listing services. Commercial & rental markets also increase opportunity



## ADOPTION

Professional RE Photography market adoption rate grew from 12% in 2013 to 35% in 2019



## CONSUMER DEMAND

Once a luxury, professional RE Photography now demanded by buyers and seller alike



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# PROOF OF CONCEPT DATA FROM 2019



## SCALABLE PLATFORM

NDP photographed  
27,000+ listings with  
an average of

**72,000 PHOTOS  
EDITED PER MO.**



## LOCAL OWNERSHIP

NDP Grand Rapids  
(launched Q2, 2016) had  
total revenue of

**\$833,000**



## SALES GROWTH

NDP grew it's customer base  
(including Opendoor and  
Zillow) to

**5,000+ REPEAT CLIENTS**



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# TRACTION SINCE LAUNCHING IN Q4 OF 2015

## NDP LOCATIONS

42

[175+ PHOTOGRAPHERS]

## TOTAL REVENUE

\$8.65M

[\$4.75M IN '19]

## EDITING TEAMMATES

300+

[IN 3 COUNTRIES]



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# NDP LEADERSHIP TEAM



**Paul Vander Kuyl**  
Co-Founder | CEO

- > 20+ years in leadership roles in manufacturing organizations
- > Specializes in systems, workflow development and scaling businesses
- > Mechanical Engineering Degree



**Taylor Blom**  
Co-Founder | CRO

- > 8+ years leading Real Estate Photography companies
- > Specializes in sales, marketing, and creating healthy culture
- > Communications Degree



**Chad Kinkle**  
Regional Director



**Rob Flint**  
Regional Director



**Jenn Granahan**  
Director of People



**Aaron Mason**  
Director of Expansion



**Sam Shooster**  
Regional Director



**Russ Fyfe**  
Director of IT/IS



**Maria Herrera**  
Director of Operations



**Caleb Groeneweg**  
Director of Product

# IN SOLVING THE REALTOR'S PROBLEM WE FOUND A PROBLEM WITHIN THE PROBLEM



## **BROKEN SUPPLY CHAIN**

NDP's fast turnaround time is made possible through a global supply chain but the one we uncovered was filled with corruption, destruction, and exploitation



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# SO WE CREATED A REDEMPTIVE SUPPLY CHAIN WITH VERIFIED IMPACT

NDP  
EDITS

## SUPPLY CHAIN

NDP helped launch NDP Edits & EduPlus--two of our three supply chain partners who are making an impact around the world through creating sustainable jobs



## RESTORATION

Each shoot provides up to 4 hours of editing for those rescued from human trafficking, at severe risk of exploitation, or members of underserved populations

Certified  
B  
Corporation

## CERTIFIED B-CORP

NDP was awarded B Corp Certification in 2017 to validate our commitment to social and environmental sustainability



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# WITH YOUR HELP WE'RE JUST GETTING STARTED



## USE OF FUNDS

- \$500k projected raise:
- 5% Product Development
  - 10% Marketing Expenses
  - 10% Working Capital
  - 20% Team Growth
  - 50% Recapitalization



## GROWTH

\*\*NDP plans to have 250 locations by 2025--powered by 5000+ editors & 4000+ media pros with plans to expand internationally and into complimentary verticals in real estate



## PROJECTIONS

- \*\*2020 - \$9.7M (80 locations)
- \*\*2021 - \$22.4M (120 locations)
- \*\*2022 - \$41.7M (160 locations)
- \*\*2023 - \$67.1M (200 locations)



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*\*\*These figures are forward-looking and cannot be guaranteed*