

homesake



# Homeshake saves you money.

Homeshake is the only commission-free marketplace that makes it easy to buy or sell a home without agents.



# The Problem:

Real estate commissions cost  
American consumers over

**\$100 Billion**  
per year





Savvy  
consumers are  
frustrated with  
agent-based  
systems

- **Poor customer service**
- **Prevents customers from helping themselves**
- **Paying too much for too little**



# Simple is better

Other high-stakes industries are replacing the middlemen and empowering consumers

## INVESTING



## INSURANCE



## AUTO SALES



## TRAVEL



## REAL ESTATE



Real Estate is next



# The Solution:

Homeshake gives consumers the technology and guidance they need to buy or sell a home with confidence.



# Direct Communication

On Homeshake, buyers and sellers communicate directly without agents in the middle. It's real, human, and convenient.

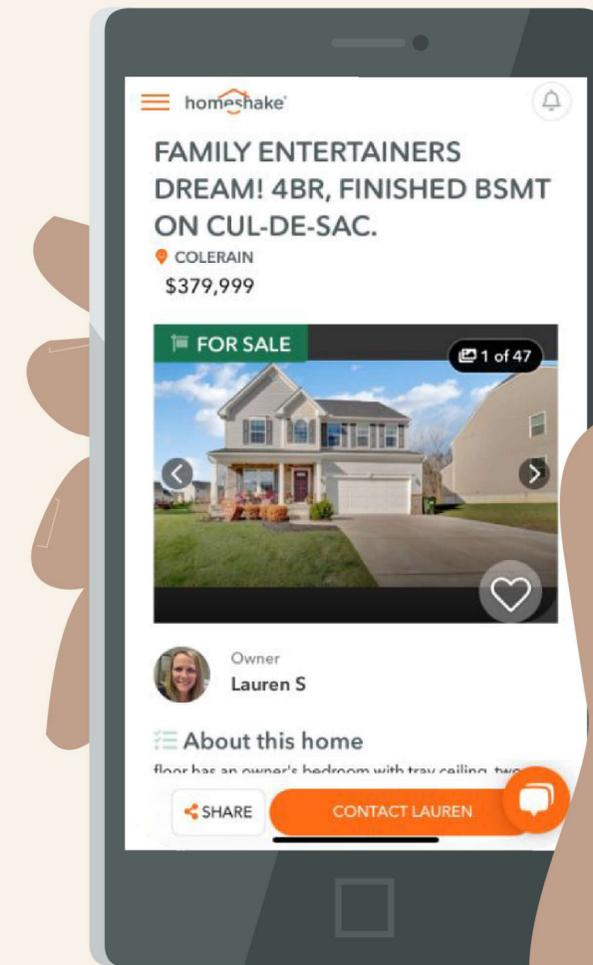
Scheduling a tour, making an offer, negotiating, it's all right there in one place.





# Technology Makes the Process Simple

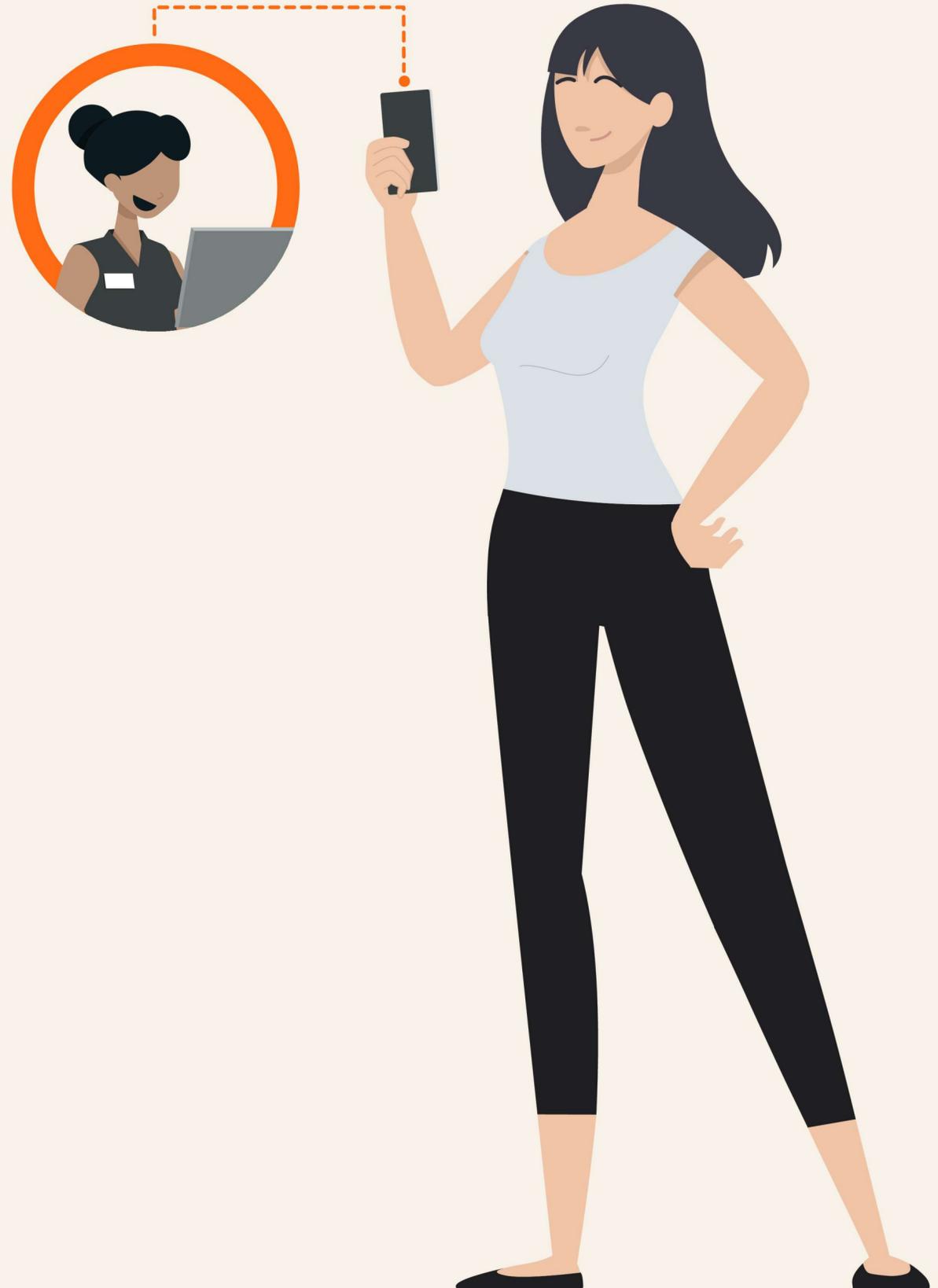
Homeshake organizes and automates the process from initial contact to final closing so that everything is simple and easy.





# Expertise every step of the way

Homeshake provides the support you need **when you need it** from living, breathing experts - including real estate attorneys - so both buyers and sellers have peace of mind.





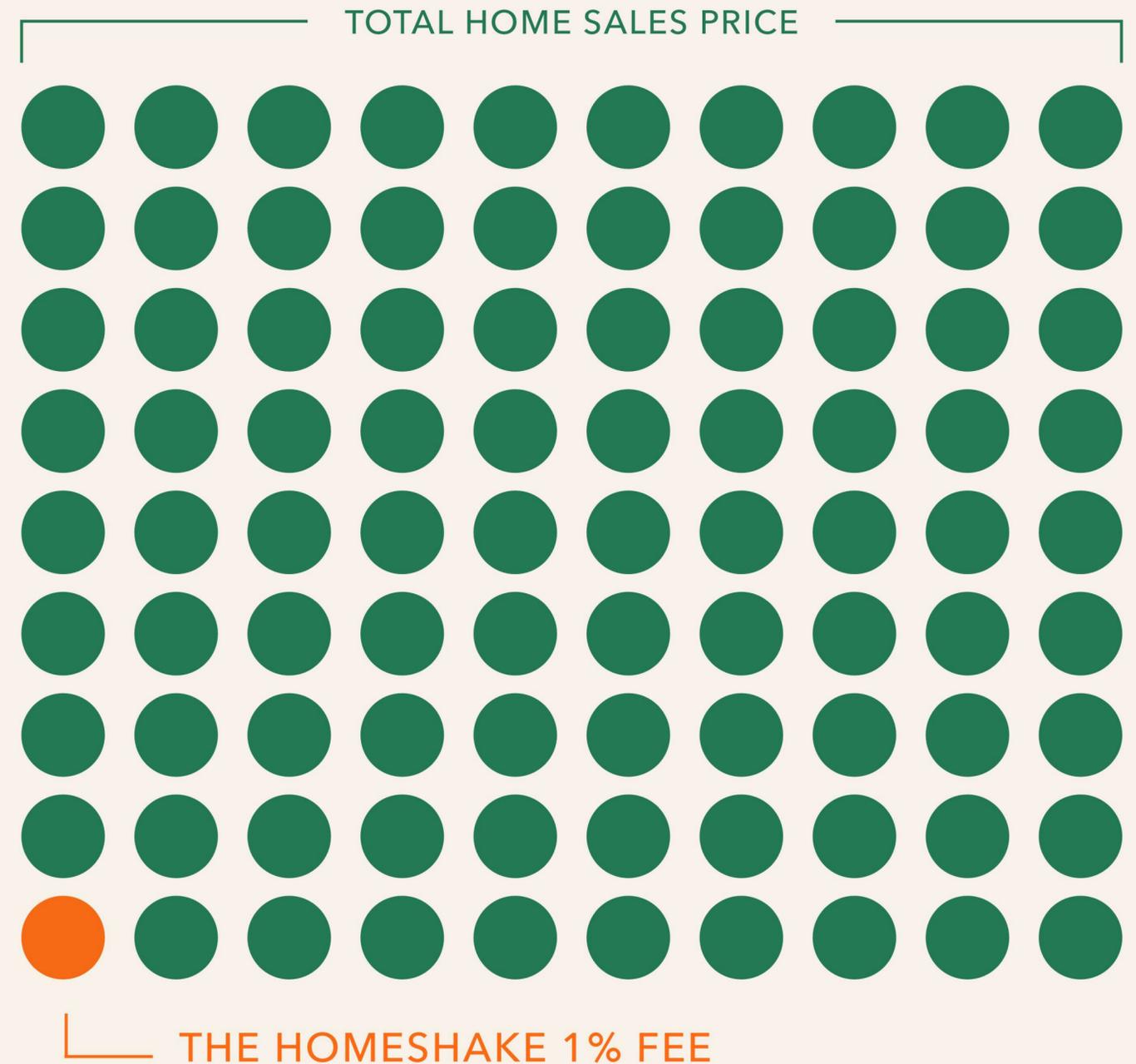
Homeshake  
customers save  
an average of  
**\$25,000**  
in commissions





# How does Homeshake make money?

Homeshake takes a **1% success fee** plus title & closing fees



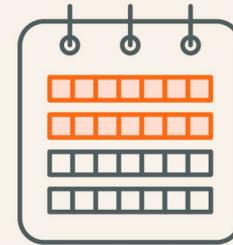
AVG FEE **\$6.0K** \$5,250 Success Fee + \$750 Title & Closing\*

\*Post-raise



# Sellers love Homeshake

ON AVERAGE, SELLERS  
WHO SELL ON HOMESHAKE:



Sell within 14 days

+\$25k

Save \$25,000 in commissions



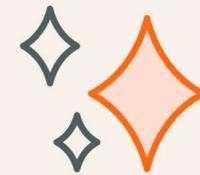
Host 4 tours and sell for  
99% of list price



# Buyers love Homeshake



Find properties before they  
hit the MLS



A friendlier buying experience



More control and less red tape



Homeshake customers  
have saved over

**\$1,000,000**

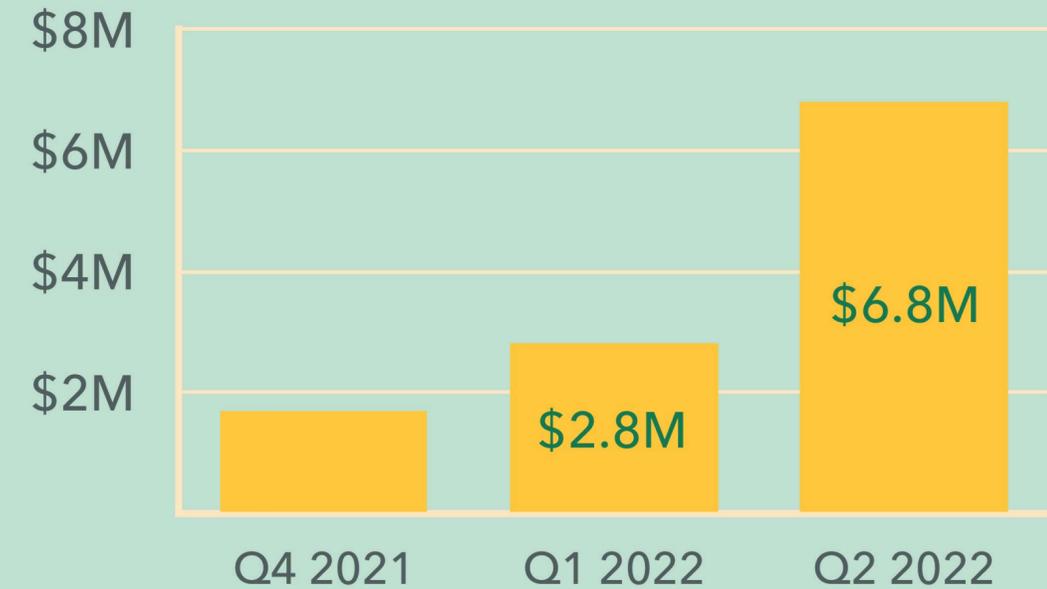
in commissions to date



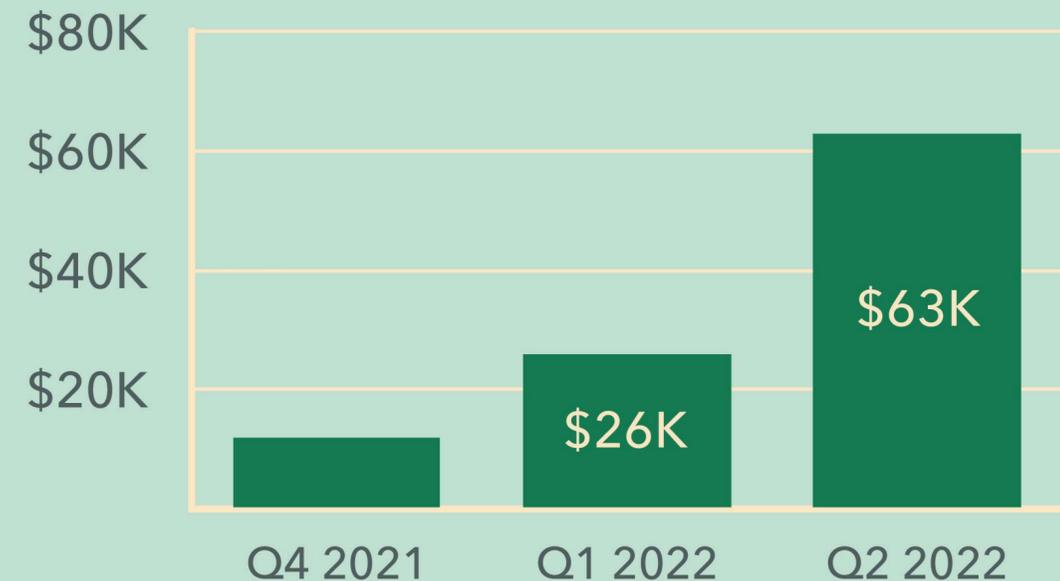
# Homeshake has momentum

Sales volume & revenue have **doubled** for 3 consecutive quarters

## Sales Volume

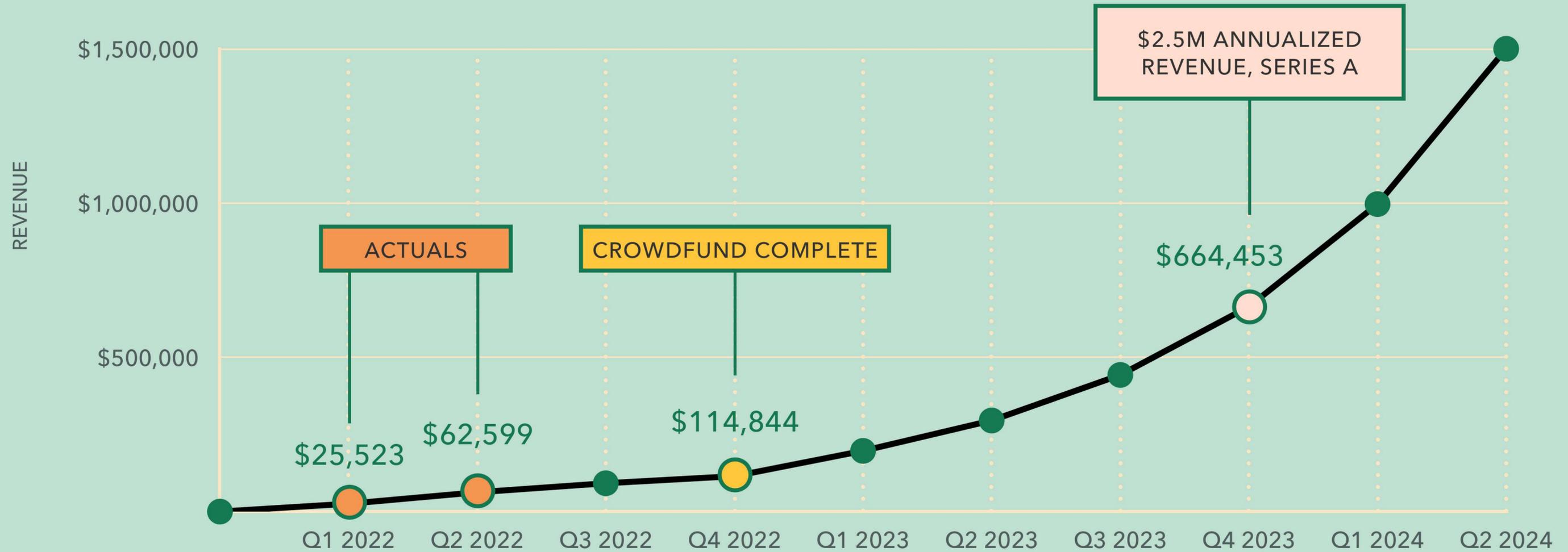


## Revenue





# 18 Month Revenue Projections



Future revenue numbers are based on projections and cannot be guaranteed



# Customers are happy



**100% 5 star reviews  
on Google**



Debra L.

I think the phenomenal thing about Homeshake is that the buyers and I became friends during the showing. I really liked the intimacy of the deal. I would use Homeshake again in a heartbeat.



Lauren & Frank M.

How that anything could be any easier or better than this was extremely easy [to buy our home].



Debra L.

I think the phenomenal thing about Homeshake is that the buyers and I became friends during the showing. I really liked the intimacy of the deal. I would use Homeshake again in a heartbeat.



# Market Size:

## CINCINNATI

SERVICEABLE OBTAINABLE MARKET

**\$150M**

25k home sales x \$6,000

## OHIO

SERVICEABLE AVAILABLE MARKET

**\$900M**

150k home sales x \$6,000

## USA

TOTAL ADDRESSABLE MARKET

**\$36B**

6M home sales x \$6,000



In a market this size,  
even a little is a lot.

At 3% market share, the  
potential for Homeshake  
is huge.

CINCINNATI  
**\$150M**

Annual Revenue **\$4.5M**  
Projected Valuation **\$45M**

OHIO  
**\$900M**

Annual Revenue **\$27M**  
Projected Valuation **\$270M**

USA  
**\$36B**

Annual Revenue **\$1.08B**  
Projected Valuation **\$10.8B**



# Competitive Advantages:



FIRST MOVER  
ADVANTAGE



LOW COST



LOW RISK



EXCLUSIVE  
INVENTORY



PEER-TO-PEER



TECH + EASE OF USE



# Fundraising Summary

## TARGET RAISE

\$1.5 Million

## RUNWAY

18 Months

## KEY PRIORITIES



### HIRE TALENT

Amplify marketing and grow market share



### EXPAND GEOGRAPHICALLY

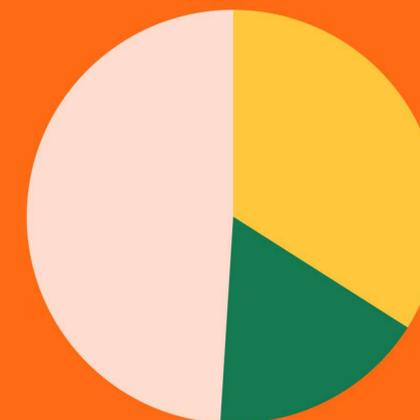
Ohio and strategic markets



### ACCELERATE PRODUCT DEV

Mobile app and UX

## ALLOCATION



MARKETING  
49% | \$750k

OPERATIONS  
34% | \$515k

PRODUCT  
17% | \$250k



Homeshake  
redefines the  
largest industry  
in the US  
economy

- Shifts power from agents to consumers
- Breaks MLS stranglehold
- Introduces an alternative marketplace



# Appendix



# Founders



**NICK RABIN**  
Founder & CEO



**JONATHAN BENNIE**  
Co-founder & General Counsel



# Unit Economics

SUCCESS FEE	\$5,250
TITLE INCOME*	\$750
TOTAL REVENUE	\$6,000
TRANSACTION (SUPPORT)	\$375
SIGN (PRODUCTION & DELIVERY)	\$61
PAYLOAD KEYBOX	\$7
DOCUSIGN	\$20
PHOTOS	\$149
TOTAL VARIABLE COST	\$612
GROSS MARGIN	\$5,388
GROSS MARGIN %	90%

## HOURS PER TRANSACTION (EST.)

35-100  
AGENT

3-5  
HOMESHAKE

\*Post-raise



# Proforma

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
<b>Closings</b>	6	14	18	22	33	49	74	111	166	249
<b>Avg. Rev / Transaction</b>			<b>\$5,250</b>	<b>\$5,250</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>
<b>Total Revenue</b>	\$25,523	\$62,599	\$91,875	\$114,844	\$196,875	\$295,313	\$442,969	\$664,453	\$996,680	\$1,495,020
<b>Variable Expenses</b>	-\$3,672	-\$8,568	-\$10,710	-\$13,388	-\$20,081	-\$30,122	-\$45,183	-\$67,774	-\$101,661	-\$152,492
<b>Gross Profit</b>	\$21,851	\$54,031	\$81,165	\$101,456	\$176,794	\$265,191	\$397,786	\$596,679	\$895,018	\$1,342,528
<b>Gross Margin</b>	86%	86%	88%	88%	90%	90%	90%	90%	90%	90%
<b>Operating Expenses</b>	-\$137,033	-\$197,527	-\$150,000	-\$150,000	-\$250,000	-\$350,000	-\$350,000	-\$350,000	-\$350,000	-\$350,000
<b>EBITDA</b>	-\$115,182	-\$143,496	-\$68,835	-\$48,544	-\$73,206	-\$84,809	\$47,786	\$246,679	\$545,018	\$992,528

**\$2.5M**  
Annualized  
Revenue

Proforma numbers are based on projections and cannot be guaranteed.



# Risks & Mitigants

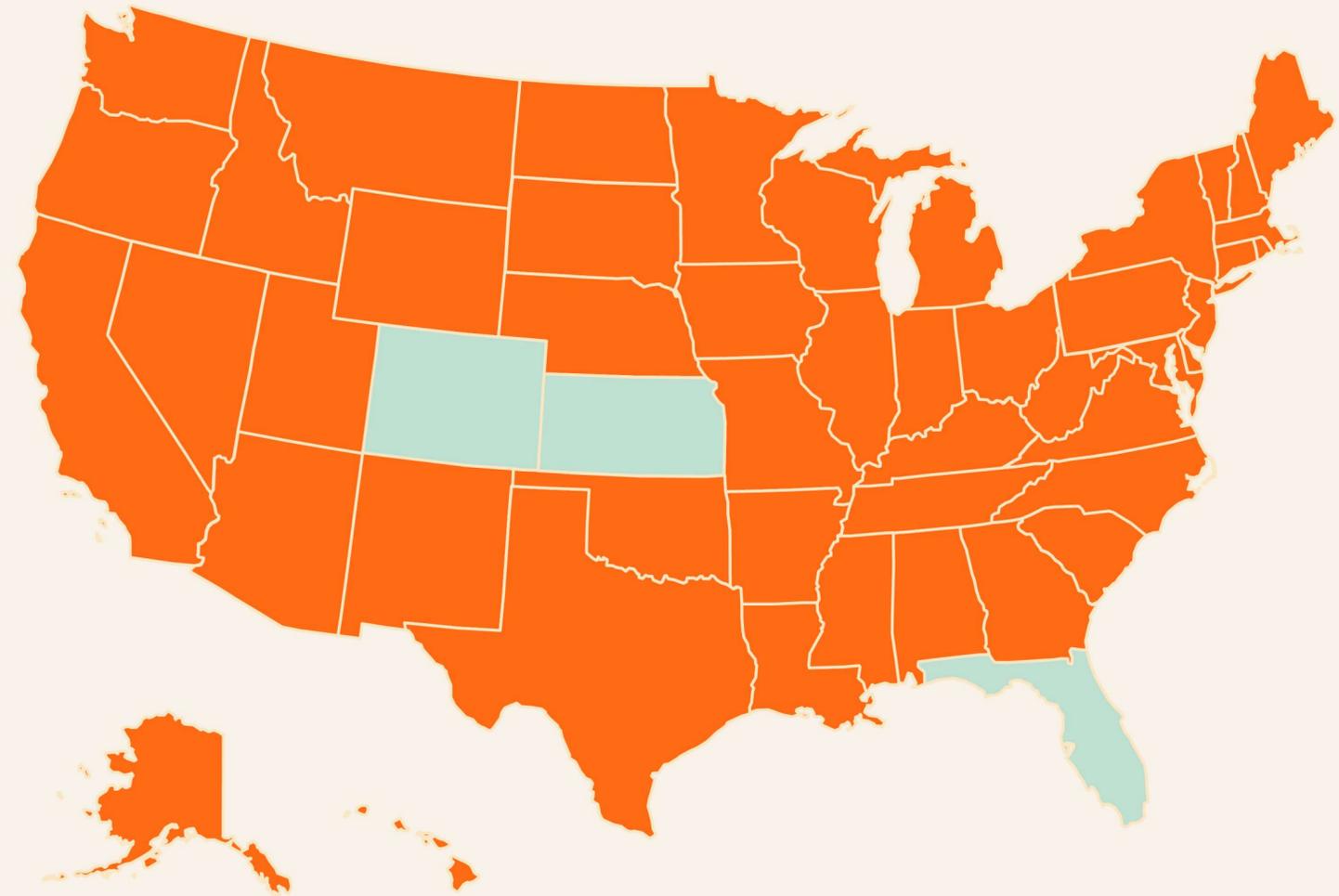
RISK	MITIGANTS
MACROECONOMICS	<ul style="list-style-type: none"><li>• Lean operations</li><li>• Low cost to transact</li><li>• Strong value proposition</li></ul>
REGULATIONS	<ul style="list-style-type: none"><li>• Licensed broker</li><li>• In-house legal</li><li>• Ability to pivot quickly (dual agency → subagency)</li></ul>
STATUS QUO	<ul style="list-style-type: none"><li>• Education</li><li>• Marketing</li><li>• No Listing Contracts</li></ul>



# Dual Agency by State:

Homeshake is a licensed real estate broker functioning as a dual agent, representing both buyer and seller.

All but three states in the US permit dual agency, paving the way for an aggressive, national expansion.



States that permit dual agency 

States that prohibit dual agency 