House Health

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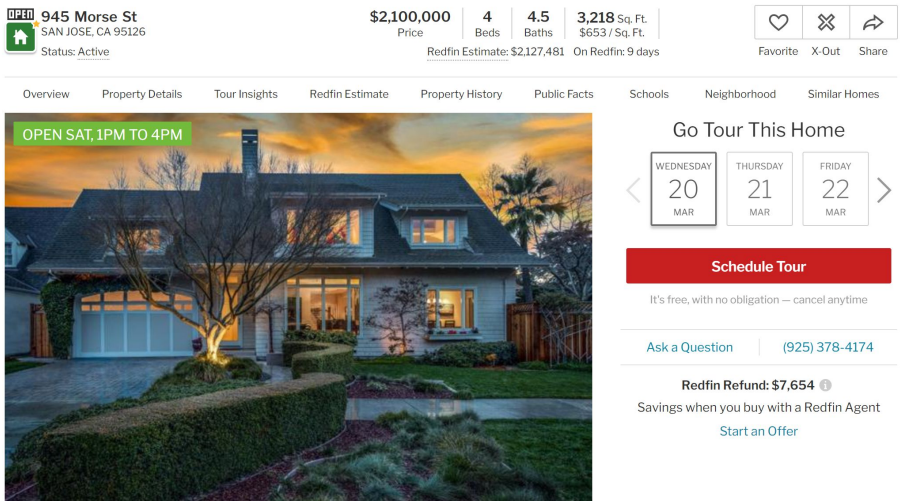
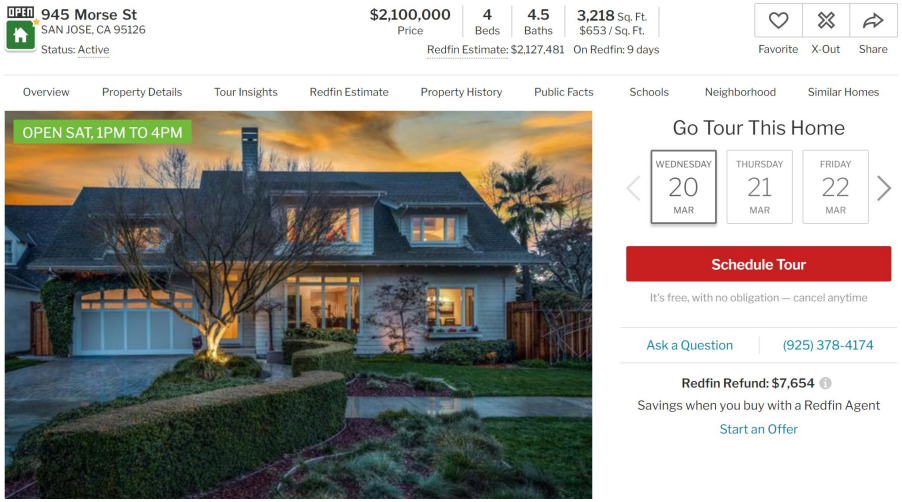
Understanding the Health of a Home



Understanding the Health of a Home



Buyers & Sellers

Overwhelming financial decision.

Lack of construction & natural hazard knowledge.

Buyers: What to bid? 8-10 homes viewed in a buying cycle.

Sellers: Make suggested fixes prior to sale & get top price.

Property Investors

Understand health of property portfolio

Difficulty managing multiple properties & organizing repairs

Inspections

$400 on average

Hard to determine repairs, risks and costs

No standard or comparison info

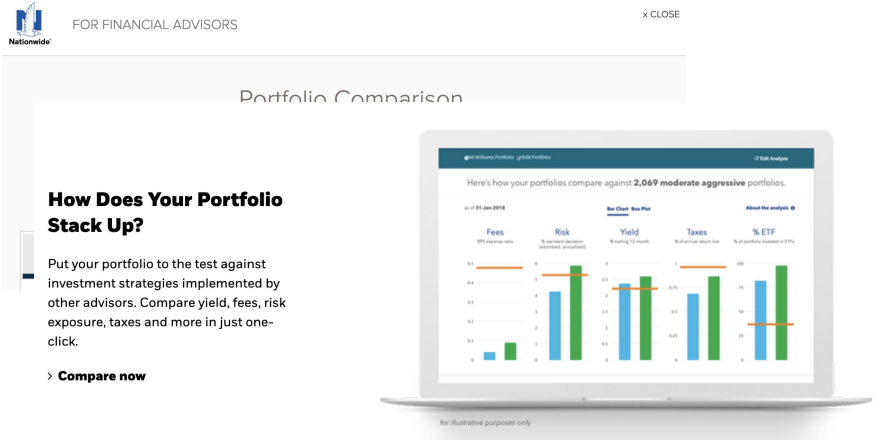
What if we had Carfax for houses?

The standard in vehicle health

Sells vehicle reports to buyers and dealers

A House is one of the largest investments

Lots of investment analysis tools…



… but for homes?

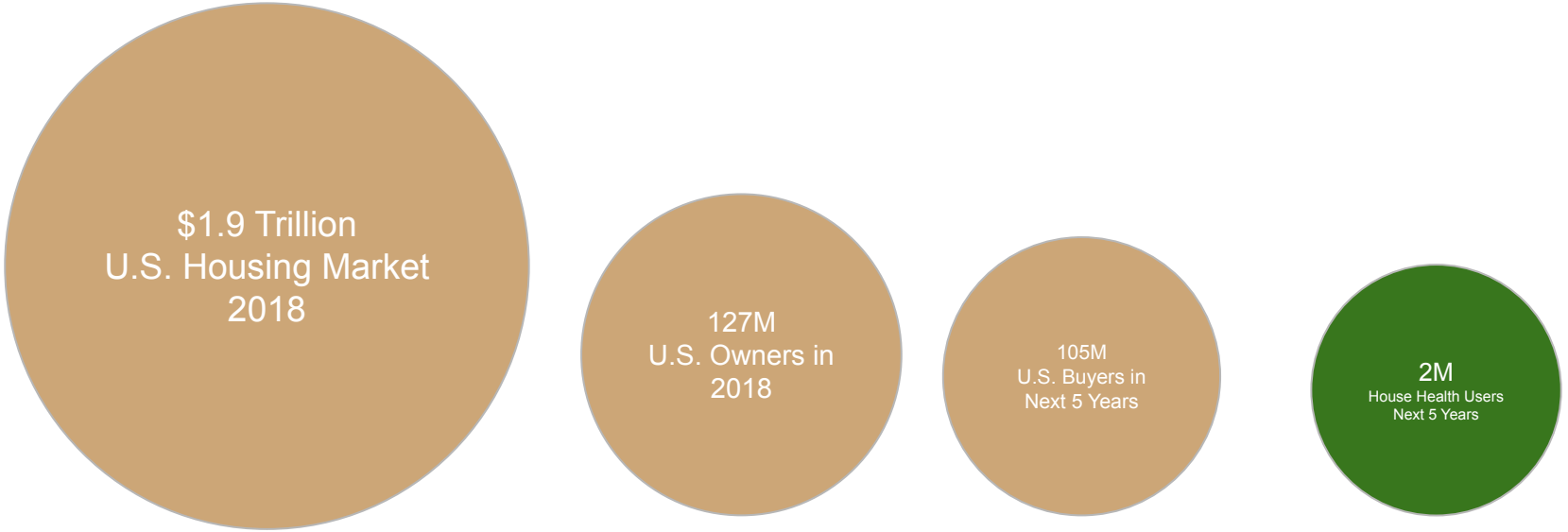
House Health

House Health provides an easy to understand snapshot of a home's health by simplifying home inspections and public property data.

With a few clicks, receive a Home Inspection with Health Score, ranked repair recommendations, local cost estimates, as well as relative health of your home in comparison to others in your city or state.

- Save hundreds in inspection fees
- Save thousands in repairs
- Retain and increase home value

Market Size



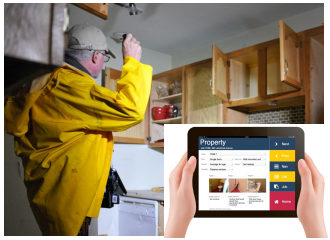
Total Available Market

Serviceable Available Market

Market Share

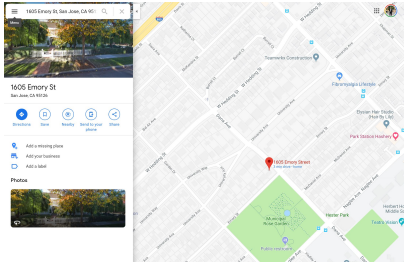
Minimum Viable Product

1. Schedule a House Health Inspection



2. We analyze w/ public property info

3. Login to view your home(s)



4. Receive House Health Report

Business Model

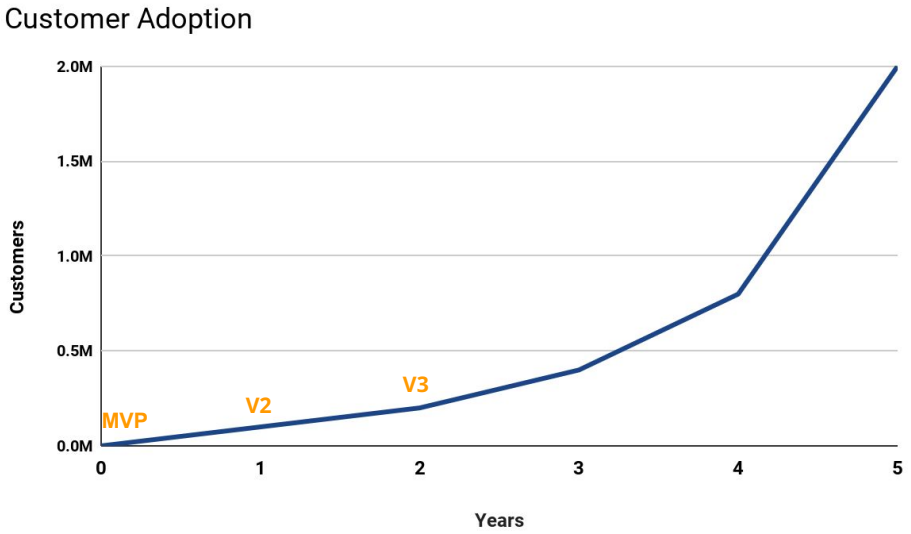
Market Adoption

Customer Adoption

MVP	Buyers & Sellers
v2.0	Service Provider Advertising Property Investors
v3.0	Data Licensing Agreements ➔ Zillow & Redfin ➔ Banks and Insurance

Geo Rollout

Year	
1	California
	West Coast
	East Coast
	Mid West
5	U.S. + Canada



Competitive Landscape

Digital Home Inspectors

Real Estate Indexes

Real Estate Data Platforms

Finance

	1st Year	2nd Year	3rd Year	4th Year	5th Year
Revenue	$0	$0	$12	$48	$98
Cost of Revenue	$1.7	$2.5	$3.8	$5.7	$8.6
Gross Income	$(1.7)	$(2.4)	$8	$42	$90
Operating Expenses	$2.5	$4.7	$7.1	$10.6	$16
Net Income	$(4.2)	$(7.2)	$1	$31	$74

Table in Millions of USD

In Close

Seeking **$5M** in seed for development, marketing, expenses and launch of MVP

Market

2M users
2020-2025

$140M Revenue
2020-2025

$1.9T U.S Housing Market

Advantage

1st to standardize home health

Incentives for Buyers, Sellers & Contractors

Easy to use application saves time

Growth

Subscription

Property Management

Service Advertising

Data Licensing Agreements

Thank You!

Let's create a new standard in real estate together.

To explore further, let's setup a meeting.
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