

# PROPERATI

Real Estate Market Place in Latin America

@GabrielGruber  
Co-Founder & CEO



@NXTPLabs Demo Day – Mountain View – September 2013  
[www.properati.com](http://www.properati.com) / [gabriel@properati.com](mailto:gabriel@properati.com)

**“Taking a model that was optimized for the analog world and porting it to the internet is almost always suboptimal”**

*Startup Quote!*



**FRED WILSON**

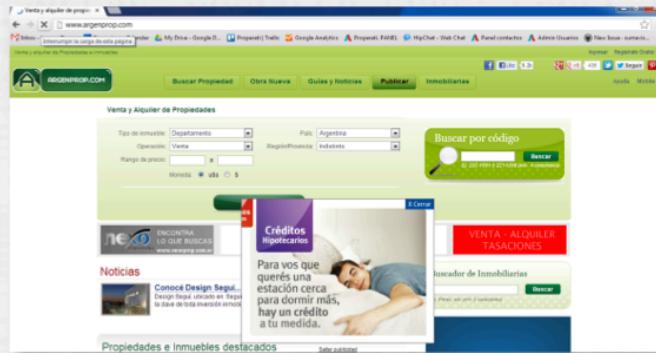
*CO-FOUNDER, UNION SQUARE VENTURES*

# 1) Traditional real estate sites UX:

Offline

=>

Online

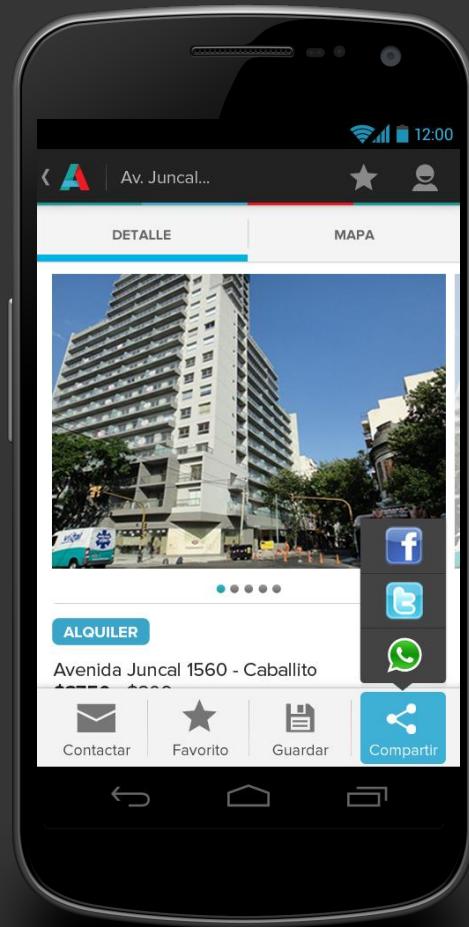
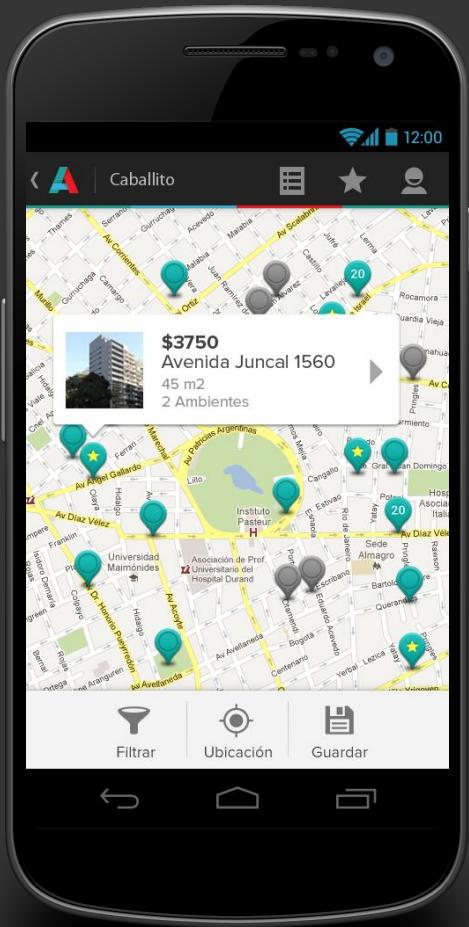


> Not the best user experience

A screenshot of the Properati website interface. The background is a map of Buenos Aires, Argentina, showing various neighborhoods and streets. Overlaid on the map are several interactive elements:

- Search Bar:** A large text input field with the placeholder "Ingresá el barrio o ciudad..." (Enter neighborhood or city...). Below it is a smaller text input field with the placeholder "Por Ejemplo: Rosario, Nuñez".
- Search Buttons:** Two red buttons labeled "Alquiler" (Rent) and "Compra" (Buy), and a larger orange button labeled "Buscar" (Search).
- Filter Buttons:** Two dropdown menus labeled "Tipo de" (Type of) and "Ambientes" (Rooms).
- Map Labels:** Numerous street names and neighborhood names are visible across the map, such as Villa Maipú, Villa Urquiza, Villa Crespo, Palermo, Recoleta, and San Nicolás.
- Navigation:** On the top right, there are four buttons: "Mapa" (Map), "Sat." (Satellite), "Rel." (Relief), and "Earth".
- Google Attribution:** The bottom left corner shows the "Google" logo with "POINTER.EW" and "AU. Acceso Oeste" above it.
- Copyright:** The bottom right corner includes the text "Datos del mapa ©2013 Google, Inav/Geosistemas SRL - Condiciones de u" (Map data ©2013 Google, Inav/Geosistemas SRL - Conditions of u).

Simple & Clean  
only content + relevant data



## Mobile Version

## 2) Business Model

**Traditional real estate sites: CPM 😞**

**Choose your plan:**

Super Gold-Platinum ★ ★ ★ ★ ★ ★

Gold-Platinum ★ ★ ★ ★ ★

Platinum ★ ★ ★ ★

Gold ★ ★ ★

Silver ★ ★

Bronze ★

Normal :|

**> Not the best ROI for the realtor**

> Properati.com = CPA ☺

## Performance based business model:



CPA / Leads

Users find relevant content

Realtor pays for potential customers

**Aligned incentives!**

## Team



*30 countries, 8 langs, 12MM visits /month*



**Gabriel Gruber**  
*CEO - tech, economist*

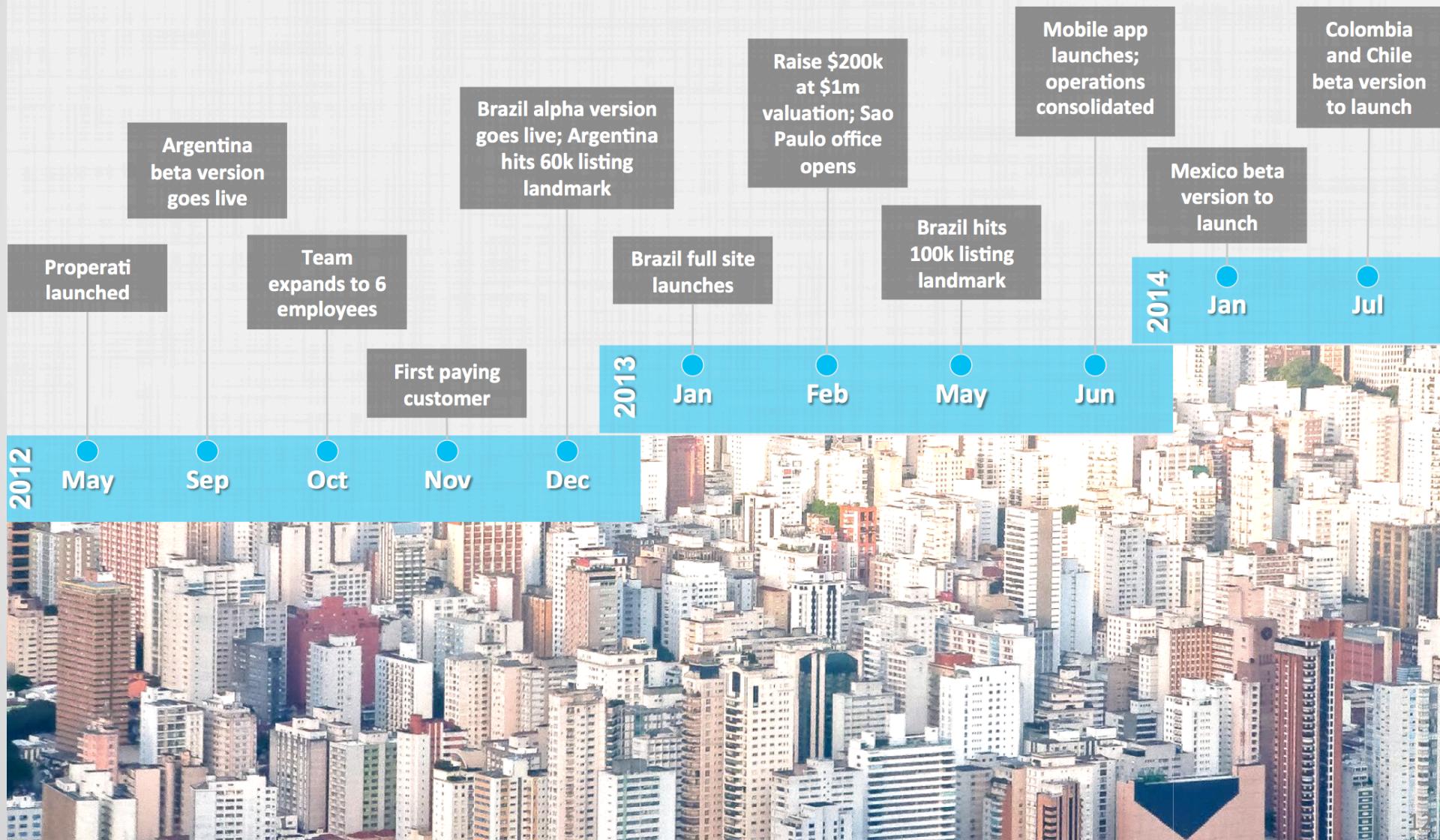


**Martin Sarsale**  
*CTO - tech, hacker*



**Lorenzo Raggio**  
*COO - tech, real estate, economist*

Within one year Properati launched in Argentina and Brazil; Properati plans to launch in Mexico, Colombia, and Chile within the next year



12 months & 2 countries

200k properties listed

800 new developments listed

Over 130k monthly visitors

10k leads generated on average / month

4k brokers providing content



Baigún  
OPERACIONES INMOBILIARIAS

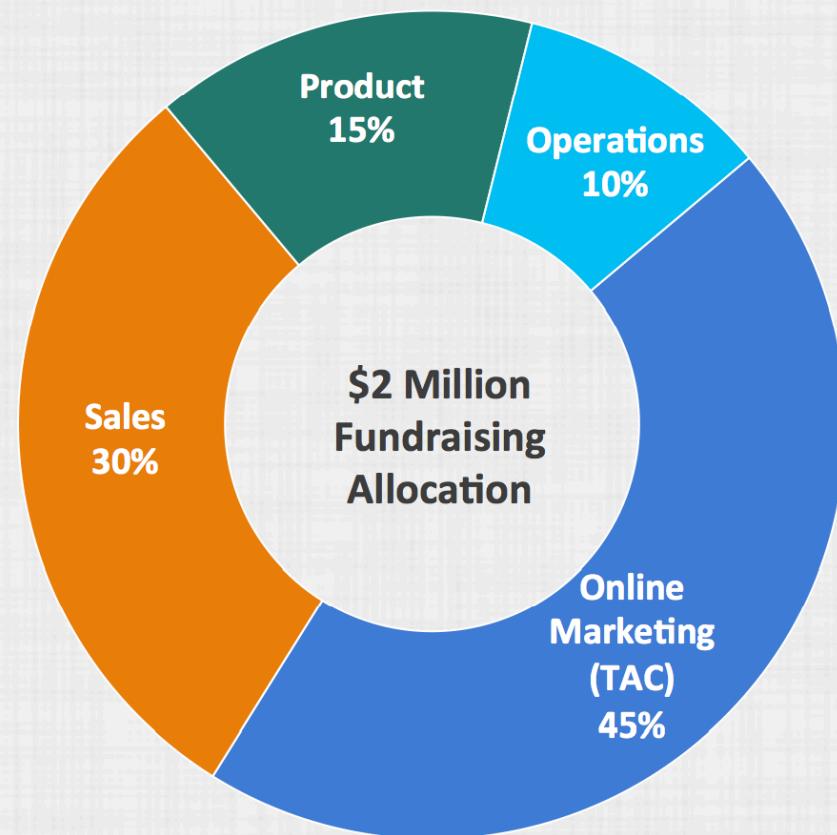


## Properati is raising a \$2 million Series A round at an \$8 million pre-money valuation

Properati's founders and angel investors have invested \$180k and \$200k, respectively, for a current ownership structure as follows:

As of March 2013	% Ownership
Founders	68%
Stock Options	12%
Seed	20%
Total	100.0%

Properati's management team will deploy the Series A funds as follows:



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