



“HotProp” App Concept



Target Audience

- Property Owners (Sellers & Landlords)
- Property Renters
- Property Buyers

Not included: Agents

Focus on Residential Properties
(house, apartment, land)

Business Approach

- Freemium Standard Version, including
 - Multi-lingual
 - Available on Apple / Google Stores
 - User Registration (both Buyers/Renters and Owners)
 - Interactive Registration/Listing for optimal listings
 - Search function that offers also approximate matches
 - Regular update/validation request (once a week)
 - Reporting function for fake listings → black-listing
- Paid (e.g. 9.99 USD per month or 49.99 USD per half-year) Premium Version includes Standard PLUS
 - Automatic notification for possible matches
 - Premium listing (on top of search results with box indicating premium listing)
 - No pop-up ads for paid subscriptions
- Banner & pop-up advertisements for relevant advertisers (e.g. agencies, builders, property mngt, etc.) – pay per click
- Outsourcing partners (e.g. lawyers, photographers, etc.) - finder's fee payment



App Elements (1)

- **Listing**
 - App asks for all relevant information related to the property type
 - App allows easy upload of photographs and videos
- **Seeking Matches**
 - Match seeker selects
 - Buying/selling/renting/letting
 - Type of Property
 - Criteria related to property type
 - App returns best matches based selected criteria
 - Relevant premium listings show on top of search results in dedicated boxes (similar to skyscanner app)



App Elements (2)

- Minimizing fraud/fake/outdated listings
 - Validation of email address
 - Blocking blacklisted applicants (based on blacklisted email addresses)
 - Get them to confirm declaration that they are not agent
 - Reporting function for fake listings / agent listings or registrations
 - Automatic weekly update request to avoid outdated listings (if update request remains unanswered, listing will be deactivated; can be reactivated after deactivation by the user)
- Other features
 - Pay-per-click banner ads
 - Pay-per-click pop-up ads (can be closed after 3 seconds - will be deactivated for premium users)
 - Resources section with outsourcing partners for
 - Legal assistance (contracting, etc.)
 - More professional listing (photo-/videographer)
 - Property management



Marketing

- Social Media Marketing on TikTok, Facebook, Instagram
 - Professionally made short video ads (~30-60sec each)
 - Potentially paid advertising besides organic postings
 - Potentially use influencers
- Identify Multipliers
 - E.g. outsourcing partners, ...?
- PR Campaign – contacting relevant Media outlets, especially in property/real-estate segment



Partnership Model

- Responsible Realtor
 - Guidance on contents
 - Lead in Marketing
 - Arrange beta-testers and provide feedback
- NanoMatriX
 - App development
 - Supports Marketing
- Revenue Share: 50:50 NanoMatriX / Responsible Realtor

