



# NewHomesAgents.com

"Changing the Way America Buys Homes"

White Paper

# Company History

- The Founders have extensive knowledge and experience in online real estate marketing and have known each other and worked together since 2000.
- They met at [NewHomes.com](http://NewHomes.com), in Clearwater, Florida, where Charles was Vice President of Sales & Marketing. Tom was the Chief Technology Officer that created the NewHomes.com website, sales, marketing, lead generation, and management reporting systems that propelled NewHomes.com to grow from one office in Florida, with one real estate broker and three real estate agents to offices in 35 states with over six hundred agents.
- In 2006, NewHomes.com generated \$1.2 Billion in sales, and was acquired by a hedge fund, and is now owned by Zillow.com.

# Company Overview

- NewHomesAgents.com has developed proprietary Internet technology for new home buyers, thousands of listings and specialized real estate agents websites for 1,200,000 real estate agents in the U.S.
- Launched NewHomesAgents.com website
- Featuring over 100,000 photographs of new homes, floor plans, descriptions, maps and pricing.
- Highly scalable business model.

# Market Overview

- The United States is a \$1.8 Trillion dollar residential real estate market, the most dynamic economy in the world.
- Over 5,200,000 new and existing homes are sold in U.S. each year.
- There are approximately 80,000 licensed real estate brokerage firms in the U.S.
- There are presently 1,200,000 licensed real estate agents registered with the National Association of Realtors.

# The Future of Real Estate Sales

- We believe that every real estate broker and all of their real estate agents around the country will subscribe to **Home Buyers Direct Connect** within the next 3-12 months.
- There are currently 1.2 million licensed real estate agents in the United States.
- **Home Buyers Direct Connect** will be the most desired sales, marketing, contact management and lead generating tool for real estate agents since the advent of the Internet.
- **Home Buyers Direct Connect** will revolutionize the traditional, conservative, real estate sales model and bring real estate sales into the 21st century of instant communications, connecting homebuyers to real estate brokers and agents and rapidly increase the sales process and accelerate the closing timetable.



# Home Buyers Direct Connect

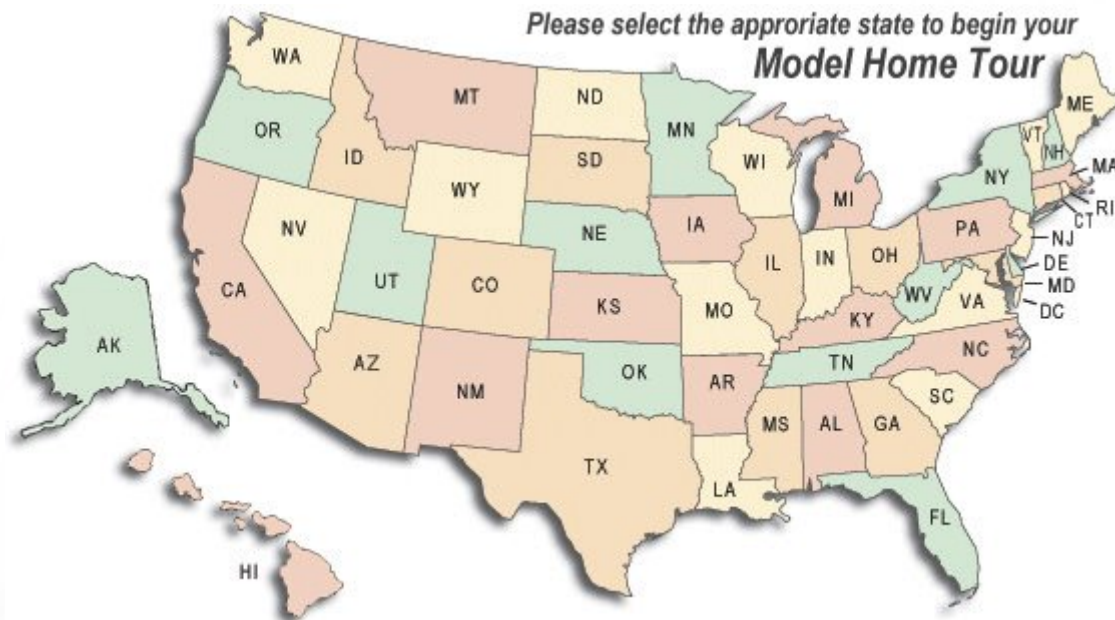
- Home Buyers Direct Connect will give real estate agents a competitive edge over their competition, and will demonstrate to homebuyers and sellers alike, that Home Buyers Direct Connect real estate agents are technologically advanced, more knowledgeable and more interconnected in their local real estate markets, with the most robust marketing and communication tools.
- Home Buyers Direct Connect also provides an array of sophisticated lead management and lead tracking software that allows the Managing Broker to monitor, track, and manage his agent's leads, contacts and activity and to generate management reports and accounting tools to measure the success of his agents individually, compared to other agents, and to his overall office performance.

# Market Strategy

- NewHomesAgents.com Home Buyers Direct Connect will launch on a national basis on March 1, 2018, available in all fifty (50) United States.
- There are 1,200,000 licensed real estate agents in the U.S.
- The 80% - 20% rule applies to real estate agents, as with most sales organizations. We believe the top 20% of real estate agents in the U.S. will subscribe to our Home Buyers Direct Connect services.
- We will introduce Home Buyers Direct Connect services to the over 5,200,000 U.S. homebuyers, and we have an aggressive marketing, advertising and public relations campaign in development.

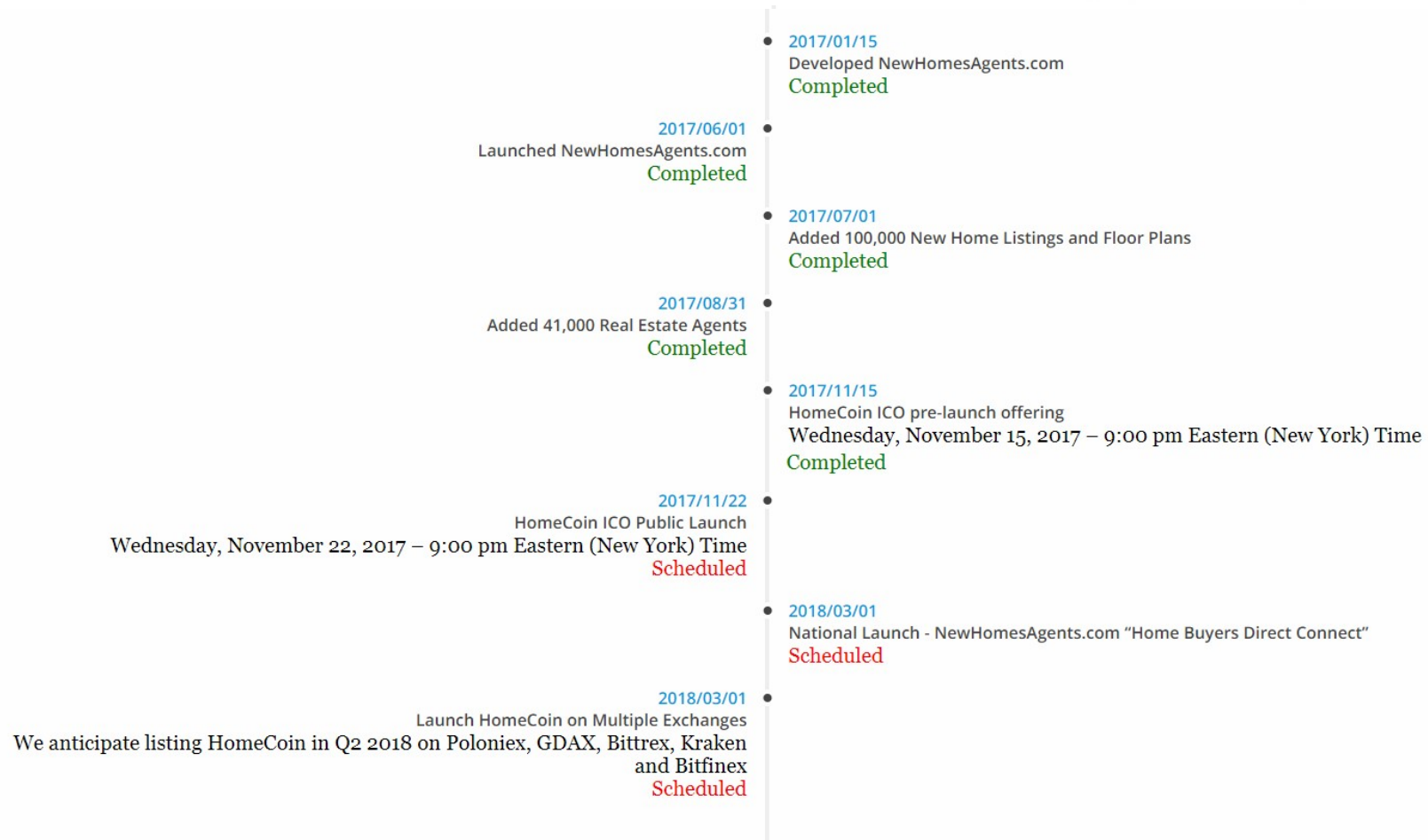
# National Coverage

- NewHomesAgents.com – Home Buyer Direct Connect will be launched nationwide on March 1, 2018.



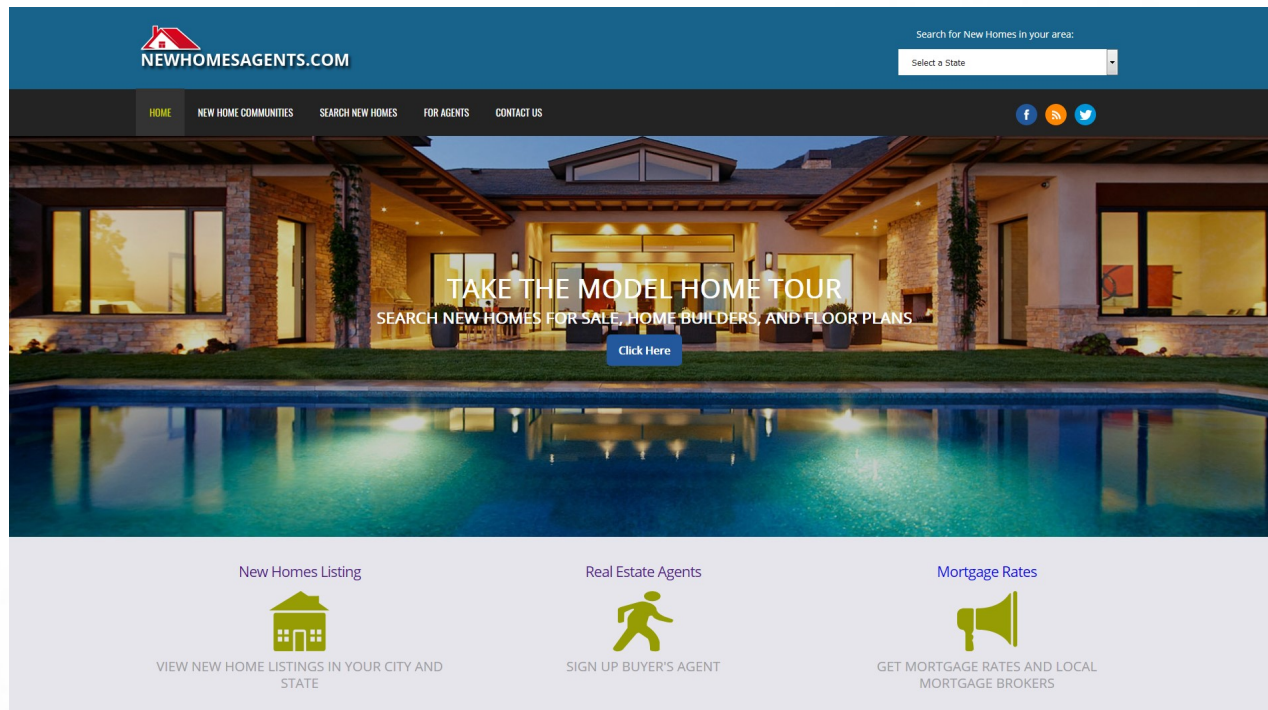


# Timeline

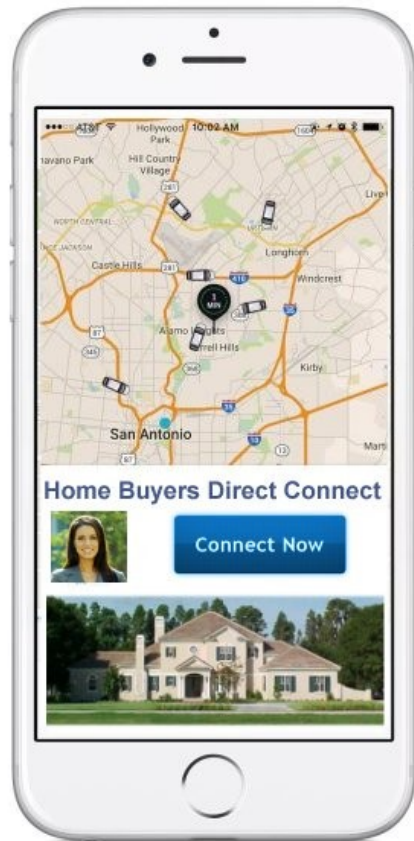


# Website Launched

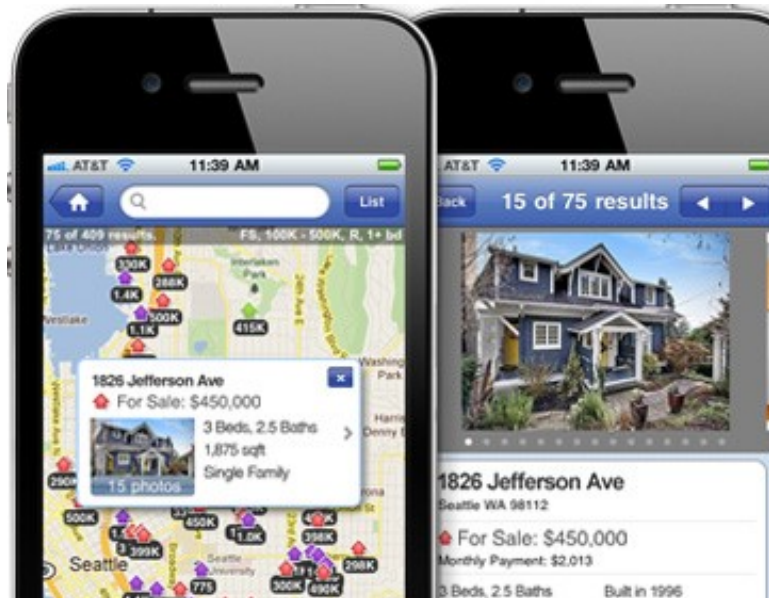
- Launched NewHomesAgents.com with 100,000 New Home Listings, Images and Floorplans.



# Mobile App Development



- NewHomesAgents.com Home Buyers Direct Connect App will launch on a national basis on March 1, 2018, available in all fifty (50) United States.



# Multiple Listing Services (MLS)

- NewHomesAgents.com Home Buyers Direct Connect will list **3.55 million** new and existing homes for sale.
- We have scheduled all of necessary licensing in each state, to gain access to the IDX Multiple Listing Service technology, to display all of the real time, MLS listings and homes for sale in every city, in every state in the U.S., as Zillow.com and Realtor.com.



Lodge

5 Bedroom, 4 Bath, 6 Car Garage  
\$3,224,250

[Read More](#) >



Lake Haven MB

5 Bedroom, 4.5 Bath, 4.5 Car Garage  
\$2,195,000

[Read More](#) >



Spyglass

4 Bedroom, 3 Bath, 3 Car Garage  
\$1,505,000

[Read More](#) >



# Financial Model

- Home Buyers Direct Connect Subscription Model
- Revenue based on Percentage (%) of 1,200,000 agents signed up with Home Buyer Direct-Connect:

% of Agents	Year	Agents in 12 Months	Annual Revenue
5%	1	60,000	\$ 39,000,000
10%	2	120,000	\$111,000,000
15%	3	180,000	\$183,000.000
20%	4	240,000	\$255,000,000
25%	5	300,000	\$327,000,000



# Income Statement for the Year (2018)

**SCHEDULE 2**

**Pro Forma Income Statement for  
Agents OnDemand for the Year Ending (2018)**

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
1. Gross Sales	500,000	1,000,000	1,500,000	2,000,000	2,500,000	3,000,000	3,500,000	4,000,000	4,500,000	5,000,000	5,500,000	6,000,000	39,000,000
2. Less: Cash Discounts	0	0	0	0	0	0	0	0	0	0	0	0	0
A. NET SALES	\$500,000	\$1,000,000	\$1,500,000	\$2,000,000	\$2,500,000	\$3,000,000	\$3,500,000	\$4,000,000	\$4,500,000	\$5,000,000	\$5,500,000	\$6,000,000	\$39,000,000
Cost of Goods Sold:													
3. Beginning Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
4. Plus: Net Purchases	0	0	0	0	0	0	0	0	0	0	0	0	0
5. Total Available for Sale	0	0	0	0	0	0	0	0	0	0	0	0	0
6. Less: Ending Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
B. COST OF GOODS SOLD	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
C. GROSS MARGIN	\$500,000	\$1,000,000	\$1,500,000	\$2,000,000	\$2,500,000	\$3,000,000	\$3,500,000	\$4,000,000	\$4,500,000	\$5,000,000	\$5,500,000	\$6,000,000	\$39,000,000
Less: Variable Expenses													
7. Owner's Salary	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	240,000
8. Employee's Wages and Salaries	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	300,000
9. Supplies and Postage	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
10. Advertising and Promotion	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	150,000
11. Delivery Expense	0	0	0	0	0	0	0	0	0	0	0	0	0
12. Bad Debt Expense	0	0	0	0	0	0	0	0	0	0	0	0	0
13. Travel	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
14. Legal and Accounting Fees	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	37,500
15. Vehicle Expense	0	0	0	0	0	0	0	0	0	0	0	0	0
16. Maintenance Expense	0	0	0	0	0	0	0	0	0	0	0	0	0
17. Miscellaneous Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
D. TOTAL VARIABLE EXPENSES	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$72,625	\$871,500
Less: Fixed Expenses													
18. Rent	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
19. Utilities (Heat, Light, Power)	250	250	250	250	250	250	250	250	250	250	250	250	3,000
20. Telephone	200	200	200	200	200	200	200	200	200	200	200	200	2,400
21. Taxes and Licenses	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	75,000
22. Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
23. Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
24. Insurance	500	500	500	500	500	500	500	500	500	500	500	500	6,000
25. Other Fixed Expenses	500	500	500	500	500	500	500	500	500	500	500	500	6,000
E. TOTAL FIXED EXPENSES	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$8,900	\$108,800
F. TOTAL OPERATING EXPENSES	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$81,525	\$978,300
G. NET OPERATING PROFIT (LOSS)	\$418,475	\$918,475	\$1,418,475	\$1,918,475	\$2,418,475	\$2,918,475	\$3,418,475	\$3,918,475	\$4,418,475	\$4,918,475	\$5,418,475	\$5,918,475	\$36,021,700
H. INCOME TAXES (estimated)													\$18,250,418
I. NET PROFIT (LOSS) AFTER INCOME TAX													\$19,771,282

# Income Statement for 2018-2022

## SCHEDULE 3

### Pro Forma Income Statement for Agents OnDemand

	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
1. Gross Sales	39,000,000	111,000,000	183,000,000	255,000,000	327,000,000
2. Less: Cash Discounts	0	0	0	0	0
<b>A. NET SALES</b>	<b>\$39,000,000</b>	<b>\$111,000,000</b>	<b>\$183,000,000</b>	<b>\$255,000,000</b>	<b>\$327,000,000</b>
Cost of Goods Sold:					
3. Beginning Inventory	0	0	0	0	0
4. Plus: Net Purchases	0	0	0	0	0
5. Total Available for Sale	0	0	0	0	0
6. Less: Ending Inventory	0	0	0	0	0
<b>B. COST OF GOODS SOLD</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>C. GROSS MARGIN</b>	<b>\$39,000,000</b>	<b>\$111,000,000</b>	<b>\$183,000,000</b>	<b>\$255,000,000</b>	<b>\$327,000,000</b>
Less: Variable Expenses					
7. Owner's Salary	240,000	300,000	375,000	468,750	585,938
8. Employee's Wages and Salaries	300,000	375,000	468,750	585,938	732,422
9. Supplies and Postage	24,000	30,000	37,500	46,875	58,594
10. Advertising and Promotion	150,000	187,500	234,375	292,969	366,211
11. Delivery Expense	0	0	0	0	0
12. Bad Debt Expense	0	0	0	0	0
13. Travel	120,000	150,000	187,500	234,375	292,969
14. Legal and Accounting Fees	37,500	46,875	58,594	73,242	91,553
15. Vehicle Expense	0	0	0	0	0
16. Maintenance Expense	0	0	0	0	0
17. Miscellaneous Expenses	0	0	0	0	0
<b>D. TOTAL VARIABLE EXPENSES</b>	<b>\$871,500</b>	<b>\$1,089,375</b>	<b>\$1,361,719</b>	<b>\$1,702,148</b>	<b>\$2,127,686</b>
Less: Fixed Expenses					
18. Rent	14,400	18,000	22,500	28,125	35,156
19. Utilities (Heat, Light, Power)	3,000	3,750	4,688	5,859	7,324
20. Telephone	2,400	3,000	3,750	4,688	5,859
21. Taxes and Licenses	75,000	93,750	117,188	146,484	183,105
22. Depreciation	0	0	0	0	0
23. Interest	0	0	0	0	0
24. Insurance	6,000	7,500	9,375	11,719	14,648
25. Other Fixed Expenses	6,000	7,500	9,375	11,719	14,648
<b>E. TOTAL FIXED EXPENSES</b>	<b>\$106,800</b>	<b>\$133,500</b>	<b>\$166,875</b>	<b>\$208,594</b>	<b>\$260,742</b>
<b>F. TOTAL OPERATING EXPENSES</b>	<b>\$978,300</b>	<b>\$1,222,875</b>	<b>\$1,528,594</b>	<b>\$1,910,742</b>	<b>\$2,388,428</b>
<b>G. NET OPERATING PROFIT (LOSS)</b> (G = C - F)	<b>\$38,021,700</b>	<b>\$109,777,125</b>	<b>\$181,471,406</b>	<b>\$253,089,258</b>	<b>\$324,611,572</b>
H. INCOME TAXES (estimated)	\$18,250,416	\$52,693,020	\$87,106,275	\$121,482,844	\$155,813,555
<b>I. NET PROFIT (LOSS) AFTER INCOME TAX</b>	<b>\$19,771,284</b>	<b>\$57,084,105</b>	<b>\$94,365,131</b>	<b>\$131,606,414</b>	<b>\$168,798,018</b>

# Token Launch – HomeCoin ICO

- Total Maximum Coins: 100,000,000
- Coins offered at ICO: 50,000,000 (50%) of Total
- Value per Coin: \$0.10 (Ten cents)
- Pre-Launch Coin Sale begins: Wednesday, November 15, 2017 – 9:00 pm Eastern (New York) Time
- Public Coin Sale begins: Wednesday, November 22, 2017 – 9:00 pm Eastern (New York) Time
- Buy HomeCoin with Bitcoin (BTC), Ethereum (ETH), and PayPal

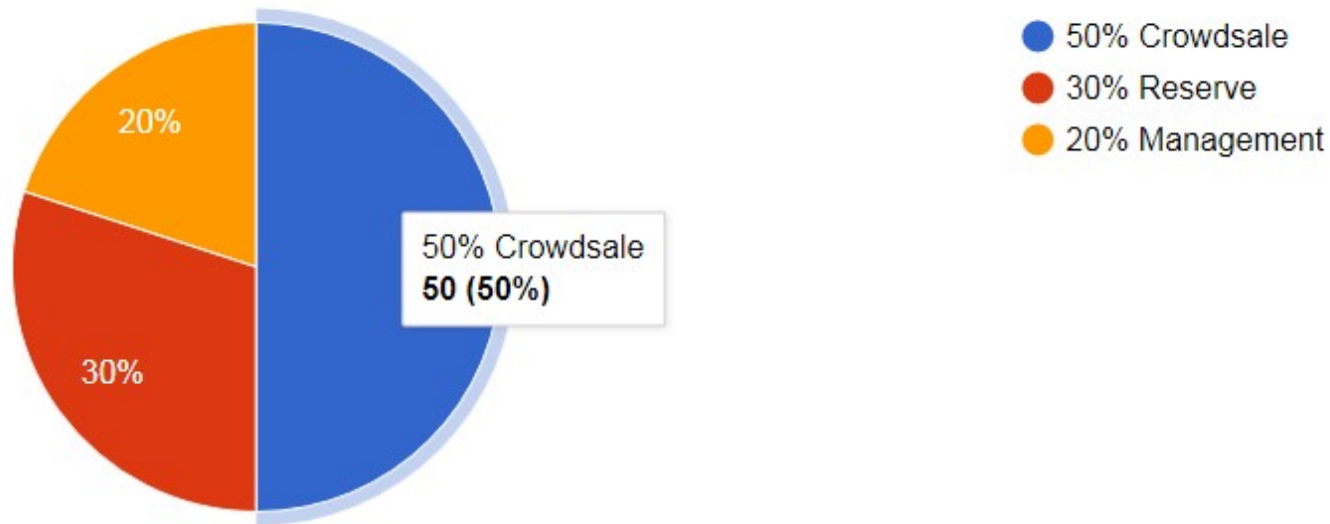


# Token Launch – HomeCoin ICO (cont)

- We believe the \$5,000,000 we are seeking in the ICO will cover all of the start-up expenses required from today to our national launch on January 1, 2018.
- Web development, App development, our proprietary Home Buyers Direct Connect software, licensing for IDX Multiple Listing Service, social media marketing, advertising and public relations marketing expenses will all fall within the \$5,000,000 required for a national launch.
- We have reserved 30,000,000 HomeCoins, thirty (30%) of the ICO sale for future funding, if required.

# HomeCoin Distribution

- 50,000,000 tokens will be available at the ICO Crowd Sale





# Future Coin Value

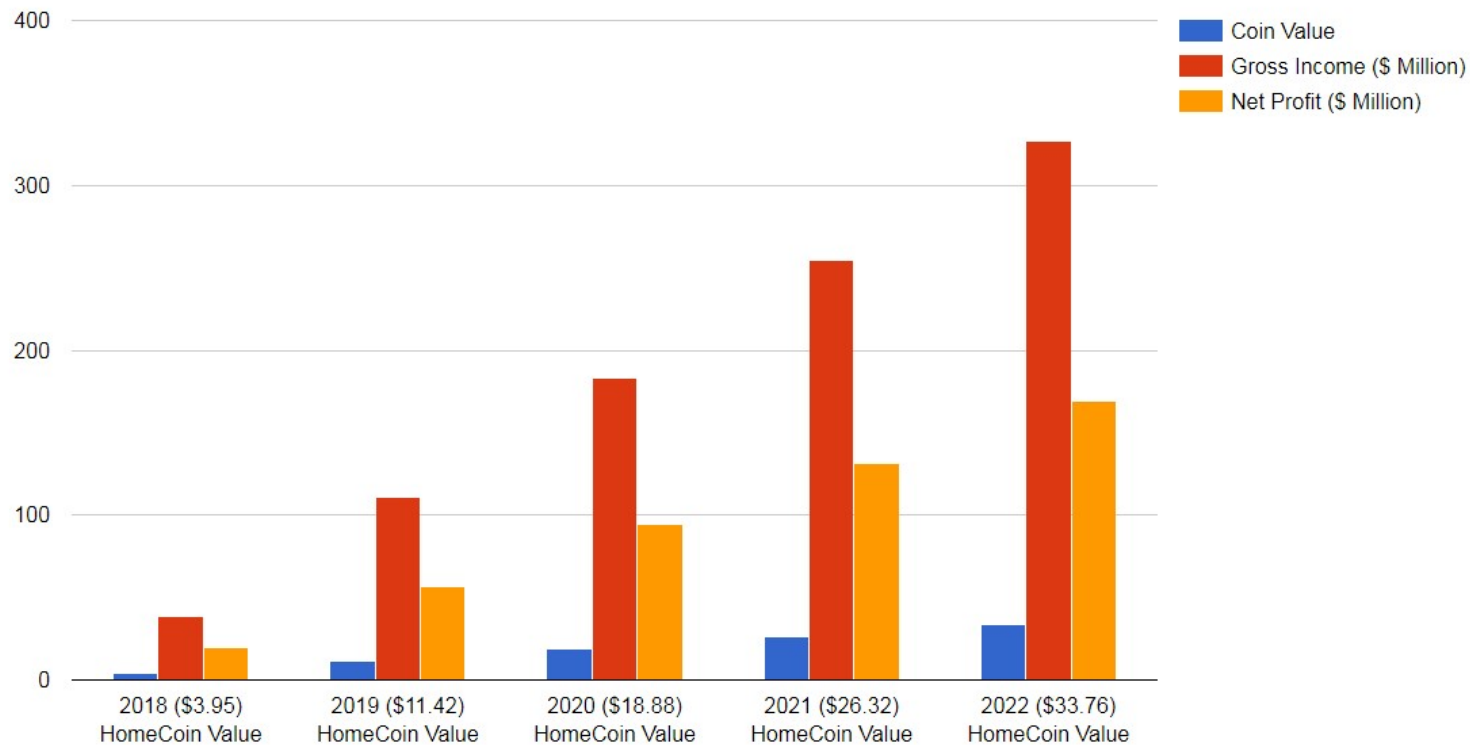
- Though there can be no assurances, we project the value of each coin to increase in value as our income projections are achieved.
- According to our Pro Forma Income Statement, we project the value of HomeCoins to increase to:

	Coin Value	Gross Income	Net Profit
2018	\$3.95	\$39,000,000.00	\$19,770,000.00
2019	\$11.42	\$111,000,000.00	\$57,080,000.00
2020	\$18.88	\$183,000,000.00	\$94,360,000.00
2021	\$26.32	\$255,000,000.00	\$131,610,000.00
2022	\$33.76	\$327,000,000.00	\$168,790,000.00

The early buyers of HomeCoin, during the ICO, will be awarded priority status, to participate, at their option, in preferred U.S. real estate development projects, beginning in 2018.

# Gross Income, Net Profit, & HomeCoin

- Our HomeCoin Value is consistent with our 5-year Pro Forma Income Statement



# HomeCoin on Multiple Exchanges

- We anticipate listing HomeCoin in Q2 2018 on Poloniex, GDAX, Bittrex, Kraken and Bitfinex



# Buy HomeCoin Now!

NewHomesAgents.com – **Home Buyers Direct Connect**

*“Changing the Way America Buys Homes”*



# Disclaimer

- HomeCoins are not a security or share of stock equity, and does not promise, either expressed or implied, to provide a guaranteed profit in the future, and is not intended to circumvent any securities regulations in any country or municipality. There is risk of loss of value and prior consultation with your financial adviser is recommended.
- Please contact us at anytime at: [support@newhomesagents.com](mailto:support@newhomesagents.com)