

PropertyScout

AI Deal Analysis & Alerts for Property Investors and Agents

Beta Client Brief | August 16, 2025

One line

PropertyScout turns a property listing URL *or* API query into a full investment snapshot—refurb costs, rent band (using historical rent data), yield, ROI, EPC and comparables—and alerts you to new or returning deals. It is in **active beta**: fast progress, imperfect outputs.

Beta status & what to expect (read first)

This is a working beta. We are prioritising speed and learning:

- Results will **not** be perfect yet; UI is functional rather than pretty.
- Current accuracy is **variable** by area and listing quality; we will publish baselines after initial pilots.
- Our target is $\geq 80\%$ accuracy across core outputs (rent band selection, refurb banding, EPC matching) as we iterate.
- A simple, transparent model lets you adjust assumptions (management%, voids, fees) and see the effect immediately.
- Human judgement remains important; we provide confidence bands and clear levers to tweak.

What works today (MVP)

- **Paste a URL** (portals or agent sites) \rightarrow clean scrape \rightarrow structured fields (price, layout, images, agent, postcode).
- **Refurb from photos**: Per-room line items using regional baseline rates; editable totals.
- **Rent estimate**: Combines *historical rent data*, postcode features and listing signals to produce monthly/annual *rent bands* with a confidence indicator.
- **Investment metrics**: Stamp duty, fees, management%, voids, maintenance \rightarrow yield, cash flow, ROI.
- **EPC enrichment**: Rating and measures where available; full record stored for reporting.
- **Comps checks (basic)**: Recent local sales/rental comps to flag £/sq ft outliers.
- **Exports & alerts**: Auto PDF/Excel; Slack/email notifications on completion.

Launch (v1) Unified Search & API Integrations

Ready at go-live. Beyond single URLs, PropertyScout will ship with a unified search bar and configurable API connectors:

- **Unified search bar**: Search by postcode/filters *or* paste any listing URL.
- **Prebuilt connectors**: Rightmove, Zoopla, OnTheMarket, major auction platforms, and selected agent feeds (where APIs or data partnerships are available).
- **Area coverage**: Works across all regions where APIs/feeds exist; falls back to one-time URL ingest for other sites.

- **One-time URL ingest:** Run ad-hoc analyses for *any* agent/auction page (HTML cleaned to structured JSON).
- **Per-client customisation:** Enable/disable sources, set query defaults & quotas, and prioritise data sources by reliability for your patch.
- **De-duplication & canonicals:** Merge the same listing across sources; canonicalise by address+agent+photos.
- **Scheduling & batch import:** Saved searches with periodic runs; daily digests of new/returning/price-dropped deals.
- **Compliance & ops:** Honour site T&Cs and rate limits; API credentials stored securely; full audit logs & error handling.

How it makes estimates (transparent methods)

- **Historical rent data:** Local historic rents and listing features (beds, type, postcode) to place the property into a realistic rent band; your edits re-calibrate per area.
- **Refurb:** Image classification (room type), baseline regional trade rates, itemised scope; override any line item; add contingencies.
- **Sanity checks:** Simple comparables, EPC cross-refs, and outlier flags to nudge manual review when needed.
- **Data hygiene:** De-dup by URL/address; validation on key numeric fields; error logs and retries.

Mortgage module: now and next

Today

- Standard mortgage assumptions (rates, LTV, fees) included in ROI/yield and cash-flow calculations.

Coming

- **Mortgage types:** IO vs. repayment, BTL vs. residential, product fees, ERC modelling.
- **Rate changes & forward rates:** Integrate live rate updates and forward curves to explore re-mortgage timing windows.
- **Live dashboard (Q3):** Visualise projected payments, DSCR/ICR under different rate paths; export scenarios.

Deal discovery (Q2 focus)

- **Off-Market Sourcing Module:** Agent coverage lists & cadence; GDPR-compliant outreach templates; probate/distress signals where available; lightweight CRM for follow-ups.
- **Deal-status change watcher:** Monitors portals for *newly listed*, *price drops*, *back on market/fall-through* and *time-on-market* thresholds; smart filters by postcode/price/bed/yield/refurb budget; alerts with a pre-built analysis.

Accuracy plan & measurement

We measure and publish decision-focused metrics:

Output	Metric	Target (beta \rightarrow stable)
Rent band	Mean absolute % error (MAPE) on achieved rent; band hit-rate	$\sim 20\text{--}25\% \rightarrow \leq \mathbf{15\%}$, band hit-rate $\geq \mathbf{80\%}$
Refurb total	MAPE vs. final invoices/quotes	$\sim 25\text{--}35\% \rightarrow \leq \mathbf{20\%}$
EPC match	Correct record match rate	$\sim 85\% \rightarrow \geq \mathbf{95\%}$
Yield/ROI	Propagated error from inputs	Confidence bands shown; narrows as inputs confirmed

Improvement loop

- **Feedback-at-source:** Users nudge rent/refurb bands; we log adjustments for retraining.
- **Area priors:** Store per-postcode priors (rent per bed, refurb per m² by room type).
- **Model updates:** Weekly prompt/model tweaks during beta; monthly calibration once stable.

Roadmap (high level)

When	Highlights	Accuracy focus
Now (Beta)	URL \rightarrow analysis, refurb from photos, rent bands (historical data), ROI/EPC, PDF/Excel, alerts	Establish baselines; expose assumptions; log user edits
Launch (v1)	Unified search bar, API integrations (Rightmove, Zoopla, ...), one-time URLs, per-client source customisation, de-dup, batch import	Source reliability weighting; cross-source validation
Q2	Off-market module, deal-status watcher, smarter comps, regional calibration	Push rent band hit-rate; reduce refurb variance
Q3	Mortgage types, forward rates, live dashboard for scenarios; remortgage assistant	Validate DSCR/ICR under rate paths; shrink confidence bands

Risks & mitigations

- **Data gaps/changes:** Portal HTML changes or missing fields \rightarrow monitored scrapers, fast fallbacks, error alerts.
- **Model drift:** Market moves faster than priors \rightarrow rolling calibration and user-feedback signals.
- **Local quirks:** Unique stock or micro-markets \rightarrow per-area priors and optional client fine-tuning.
- **API constraints:** Rate limits/T&Cs \rightarrow queueing, caching, credential vaulting, and clear SLAs.

How to pilot

- Share **target postcodes** and 10–20 sample links; optionally provide **portal API keys** for your sources.
- We configure your **source mix** (APIs + ad-hoc URLs), run a guided pilot (2–4 weeks), and deliver **analysis packs** (PDF/Excel) with alerts.
- No payment until you have a working pilot you can use. Beta pricing locks in a discount; optional **custom area fine-tuning** available for teams/regions.

What this is not (yet)

- A guarantee of valuation or lending terms.
- A replacement for surveys, quotes or legal advice.
- A fully polished UI—that arrives after we lock accuracy and workflows.

Call to action

If you can tolerate “beta rough edges” in exchange for speed and a say in the roadmap, we would love you in the first cohort. Send postcodes, links, and any API keys; we will have you analysing deals within days.

Contact: hello@propertyscout.example | propertyscout.example