



HandyHouseHelp × **BNI** × **Neighborly**

STEALTH PILOT PITCH DECK

"Whoever manages the home over time, controls the service economy."

Why Now



- Home services, real estate, and maintenance are fragmented.
- Every transaction is still one-off, while homes live for decades.
- BNI has trust + local business density.
- Neighborly has scale + category dominance.
- Nobody owns the living home record.

Whoever manages the home over time, controls the service economy.

The Concrete Proof (Already Live)

- Working app: <https://hhh-five-tau.vercel.app/>
- Turn Realtor brochure in to maintenance plan
- Auto-linked local service partners per discipline
- House Data to AI maintenance service ecosystem

This is not an idea. It already produces value.

The screenshot shows the H3 website homepage with a dark background. At the top, there is a navigation bar with the H3 logo, "How it works", "The AI Assistant", "Pricing", "Log in", and "Become a Partner". Below the navigation bar, a yellow button says "Exclusive Network for Pros". The main headline reads "Are you the pro the neighborhood trusts?". A subtext below it says "Join the H3 Community. Our Local Hero Network. We link property data to your craft. No vague leads—only full work dossiers.". There are two buttons: "Start my H3 Assistant" (yellow) and "Sign up for free" (white). Below these, there are four statistics: "2.400+ PROFESSIONALS", "9.8/10 QUALITY SCORE", "0 MISSED CALLS", and "100% REGIONAL COVERAGE".

The Core Asset: The Home Account

- A living maintenance timeline (the best choices for you)
- Logged services & inspections
- Trusted local partners attached
- Future-ready for asset management, ESG, insurance, financing

The homeowner never leaves the ecosystem.



BNI × Neighborly Multiplier

- BNI-first routing: Every home starts with trusted local BNI members.
- Neighborly brands fill gaps where needed.
- Result: Higher conversion, Lower CAC.
- One customer → many transactions.



BNI wins. Neighborly scales. Homeowners get quality.

Stealth Pilot Proposal (Low Risk)



OPTIONAL

Phase 1

€100k for 5%

- 2–3 regions
- BNI Agents + Tradespeople
- 1.000–2.000 homes
- Focus: adoption, conversion, retention

Phase 2

€150k for +5%

- Rollout playbook
- Franchise-ready tooling
- Neighborly integration layer

Total: €250k for 10% Equity

Why This Is Cheap (For You)

- Replaces time consuming & costly internal R&D
- Secures infrastructure position
- Blocks competitors
- Optionality: rollout to entire franchise network



This is not SaaS pricing. This is infrastructure access.

Symbiotic Business Model

- Realtors: Deploy the 'Maintenance Plan' as a premium closing gift.
- BNI Partners: Zero-CAC revenue. They fill the schedule, not chase leads.
- Homeowners: Free automated stewardship. Peace of mind is the product.
- Platform: Takes a % of the workflow efficiency created.

We don't sell leads. We manage the home's calendar.



The Scale Opportunity (Unused Infrastructure)



- Global Infrastructure: 11,000+ Active Chapters ready to deploy.
- Workforce: ~66,000 Real Estate & Trade pros (20% of base) instantly activating the network.
- Hyper-Local Efficiency: Reduces travel time by clustering jobs per neighborhood.
- Retention Engine: Increases Member ROI, reducing BNI churn.

Strategic Outcome

- Neighborly becomes the default home-services OS
- BNI members become the first-call professionals
- Homes stay in one trusted system for decades



Market leadership without fighting the market.

Founder Positioning

- Mission-driven, local-first
- Already operational
- Willing to build in stealth
- Long-term partner mindset



I'm not selling software. I'm offering stewardship of the home.



The Ask

Greenlight stealth pilot

Assign 1 exec sponsor

Let the system prove itself

If it works, you own the future. If not, you've lost very little.