

AIPropertyReport.com

The Decision Layer For Homeowners
Before Any Transaction

Turn Any U.S. Home Into a Financial Decision Engine - Instantly

↗ 80M+ homeowners, \$30T+ in equity



Any Address



AI Analysis



Decision Report

No Login Required

100% Free First Report

~60 Seconds

The Problem

Homeowners don't understand what their home is doing financially — and no one owns the neutral decision moment.



They know the price, don't understand implications



Equity decisions are confusing and opaque



All advice is transaction-biased



No one helps them decide only execute

Why Existing Platforms Fall Short



Zillow

Value only



Banks

Qualification



Advisors

Products

Our Solution

A Neutral Decision Engine — Not a valuation tool, but Intelligence for What to Do Next



The Insight

Homeowners want to understand what their home enables, what tradeoffs exist, and whether to act or wait — before any transaction.

Decision Intelligence

Enter any U.S. Address → AI Generates Complete Financial Snapshot with 4 Personalised strategies in ~60 seconds

Baseline

3.2%

Do Nothing

Balanced

6.7%

+107%

Growth

9.5%

+194%



Income

4.4%

+50%



Real Dollar Impact



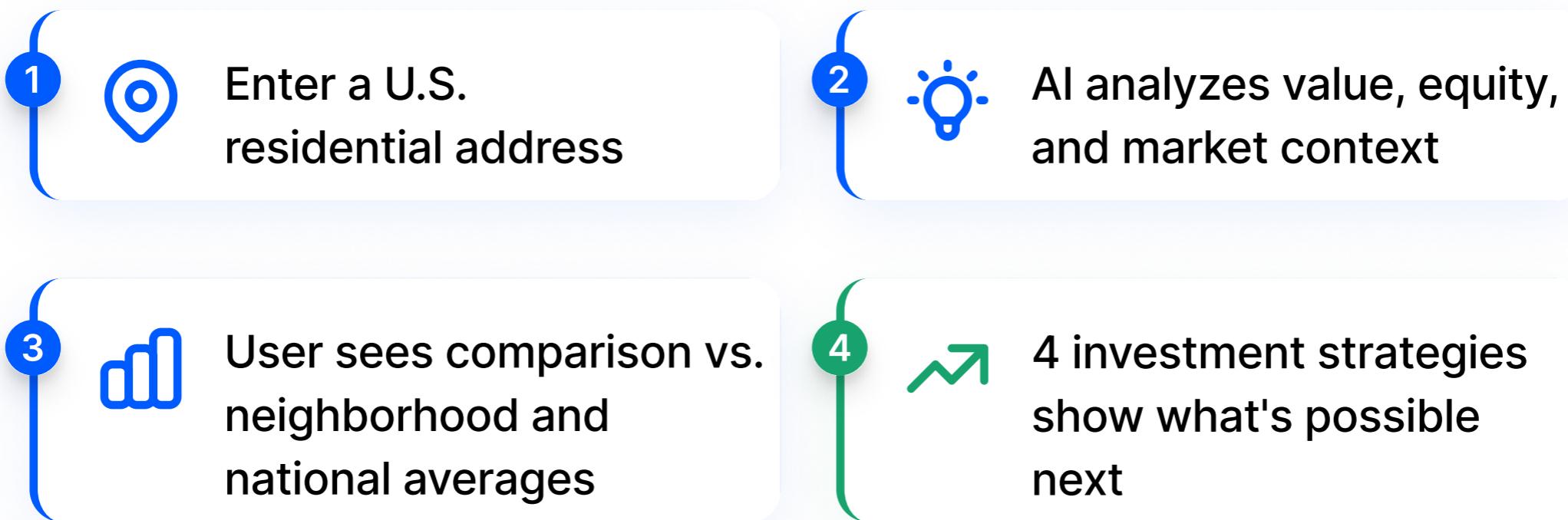
Portfolio Breakdowns



Risk-Matched

How It Works

Simple by design — built for speed and clarity



- No login. No forms. ~60 seconds.

Why This Is Not a Zillow Feature

This is An Abstraction Layer, Not a Marketplace



Incumbents

- ✗ Transaction-driven
- ✗ Agent incentives
- ✗ Listing-first model
- ✗ Can't be neutral



AIPropertyReport

- ✓ 100% Neutral
- ✓ Homeowner-first
- ✓ Decision-first, not transaction-first
- ✓ Intelligence layer across all options

Market & Go-To-Market

Massive TAM → Organic Curiosity → High-Intent Decision Moments

80M+

U.S. homeowners

\$30T+

in home equity

Growing

financial complexity

Go-To-Market Strategy

- Drop an address → instant clarity (viral loop)
- High-intent SEO (AIPropertyReport.com domain)
- Shareable insights → natural word-of-mouth
- Curiosity becomes decision intent → monetization

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Monetisation

Trust First, Revenue Later — Monetise at Decision Intent



Trust-First Philosophy

We Intentionally do not Monetise the First Report. Revenue Emerges Once Decision Intent is Clear.



Refinance Referrals

Match Users with Lenders



Liquidity Access

HELOC & Cash-Out Refi Options



Insurance Optimization

Reduce Overpayment Waste



Financial Advisor Matching

Connect With Vetted Advisors

">\$ Pre-Seed Round

SAFE Note

The Ask

Raising

\$1.5M

Fund Deployment

12-18 month runway to Product-Market Fit

40%

25%

25%

10%

\$600K

Product

\$375K

Marketing

\$375K

Team

\$150K

Operations

10K Users

Month 12

PMF Validation

Month 15

Series A Ready

Month 18

Vision

AIPropertyReport Becomes the Place Homeowners Go Before they Act.



Before Refinancing

Understand your options



Before Selling

Know your position



Before Any Advisor

Get neutral clarity first

When Homeowners Win Clarity, Everything Else Follows.