



Effixly

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AI-Powered Land & Air Rights Intelligence Platform

Prepared For

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Executive Summary

In New York City's complex land and air rights market, specialists spend countless hours pulling, cleaning, and reconciling municipal data (ACRIS, DOB, MapPLUTO, ULURP) and preparing valuation memos for clients. These processes are manual, time-consuming, and prone to inefficiencies that delay decisions and reduce competitive edge.

Effixly introduces **Effixly AIR™** — a private AI-powered platform built exclusively for NYC land and air rights. It automates data ingestion, enhances valuation accuracy, and delivers client-ready outputs in minutes.

Key Benefits:

- **Data freshness:** Always up-to-date, continuously ingested from city sources.
- **Time saved:** Cut research and memo prep time by 40–60%.
- **Faster client confidence:** Deliver comps and scenarios in minutes, not days.
- **Premium client experience:** Branded, secure dashboards and reports.
- **Deal origination:** Early alerts when parcels are “in play.”

Introduction & Problem Statement



Current Challenges:

- Manual collection of NYC land & air rights data from multiple fragmented sources.
- Hours wasted reconciling addresses, parcels, and condo units.
- Preparing comps books and valuation memos slows client decision-making.
- Missed opportunities when permit/rezoning filings aren't spotted early.

Market Insight:

- NYC's development pipeline depends heavily on **air rights transfers** and zoning analysis.
- **Delays in data updates** = opportunity costs in the millions.
- DB Landxpert's proprietary database is already the gold standard — keeping it **fresh, accurate, and client-ready** is the next frontier.

Our Solution



Effixly AIR™ delivers an **AI-powered land & air rights intelligence engine**:

- **Automated Data Ingest:** Continuous pulls from ACRIS, DOB, MapPLUTO, LPC, ULURP.
- **Comps & TDR Analysis:** AI flags anomalies, provides instant price bands.
- **Scenario Simulation:** Toggle FAR/TDR transfers → instant yield tables.
- **Auto Reports:** Branded comps books & memos in one click.
- **Client Portal:** Secure dashboards with role-based access & watermarks.
- **Radar Alerts:** Early warnings on permits, rezonings, LPC filings.

Workflow:

Data → AI Cleaning → Valuation & Scenario Analysis → Auto Comps/Memos → Secure Client Delivery

Data & Processing Features

- Continuous, automated ingestion from NYC municipal data sources.
- AI-based cleaning & reconciliation (addresses, BBLs, condo units).
- Document AI: clause extraction from deeds & easements.
- Anomaly detection to prevent bad comps entering memos.
- Real-time alerts on zoning/permit filings.

Example:

- A parcel in Midtown East files a demolition permit → platform immediately flags it → Duane gets an alert + parcel profile + comps ready.

Reporting & Client Delivery Features

Automated generation of:

- Comps books (branded PDFs)
- Valuation memos with AI-assisted narratives
- Zoning & TDR scenario tables
- Secure client dashboards (interactive + exportable)

Business Impact:

- Research hours cut drastically.
- Clients get decisions faster, with more confidence.
- DB Landxpert becomes **the fastest, most trusted advisory** in NYC air rights.

Next Steps

Effixly invites DB Landxpert LLC to explore a pilot deployment of Effixly AIR™.

Pilot Scope:

- Manhattan parcels
- Two recent valuation memos from Duane's database

Timeline:

- 10 weeks → MVP live

Success Metrics:

- Data freshness & coverage
- Hours saved in research
- Memo turnaround speed
- Early opportunity detection

Goal:

Cement DB Landxpert as the fastest, most authoritative name in NYC air rights with AI as its core advantage.