



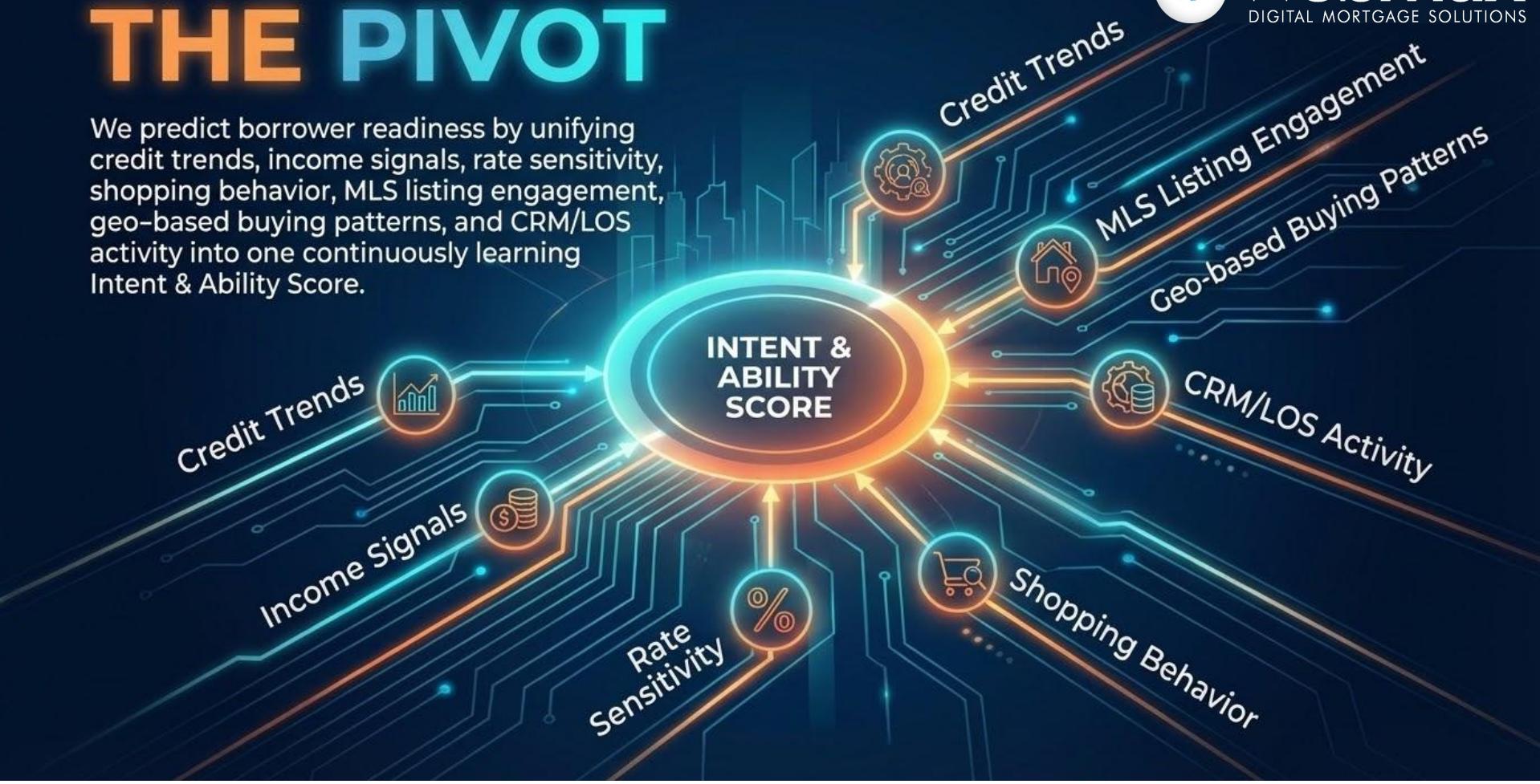
REVOLUTIONIZING MORTGAGE TECHNOLOGY

Digital Mortgage Solutions for the **Modern Era**

www.WebMaxCo.com

THE PIVOT

We predict borrower readiness by unifying credit trends, income signals, rate sensitivity, shopping behavior, MLS listing engagement, geo-based buying patterns, and CRM/LOS activity into one continuously learning Intent & Ability Score.



WHY THIS MATTERS



PRODUCTS

ReLax – The Predictive Relationship Engine for Realtors & Loan Officers



ReLax is an AI-powered collaboration platform that strengthens the relationship between Realtors and Loan Officers by predicting which buyers are ready to transact and guiding both parties with the next best action. It unifies co-marketing, shared workspaces, AI insights, and behavioral scoring into one seamless ecosystem – helping lenders and real estate agents capture more deals, respond faster, and work from a single source of truth.

WatchFile – Borrower Workflow Automation.



A tailored experience for the borrower with recommendations based on that borrower's profile that can be automated or work with LO input. Includes a powerful Trigger & Re-engagement Engine.

MARKET PROBLEM



Relax: The Predictive Relationship Engine



Lack of Reciprocity: Lenders often send leads to Realtors, rarely receiving referrals in return.



Limited Differentiation: Most Lenders offer similar products and services making it hard to stand out.



Slow Lead Flow: Lenders rely on Realtors to send clients their way which creates dependency and delays.



Disconnected Online Presence: Realtors dominate digital engagement while Lenders are sidelined.



Poor Communication Channels: Fragmented workflows reduce collaboration and client follow-up.



High Cost of Relationship Building: Dinners, events, and gifts are expensive with uncertain ROI.

WatchFile: The Predictive Consumer Intelligence Engine...



Lack of insight into consumer activity



Poor follow-up on past clients



Manual marketing is slow and inconsistent



Missed repeat/referral business opportunities



No centralized engagement strategy

Solution

Lenders



Realtors



Borrowers



Unified automation + predictive intelligence
across lenders, Realtors, and borrowers.

Pivot Momentum



Traction



25%
demo-to-close
rate



Growing
partner-driven
pipeline



70–150%
lift in qualification
prediction



High borrower
workflow
completion
rates



Distribution

Reseller partners actively reselling WebMax products:



Shape Software



Relcu

Business Model



Financial Strategy



Raise:

\$2M-\$4M



AI + Data
Science



Integrations



Sales & Partner
Enablement

Use of Funds Allocation

Based on strategic growth priorities:



50% – Engineering & AI Development

- Predictive scoring models
- Automation workflows
- Data science & infrastructure



30% – Product Integrations & Platform Expansion

- CRM/LOS integrations
- Realtor-LO collaboration tools
- Borrower journey automation



20% – Sales, Partnerships & GTM

- CRM reseller enablement
- Partner activation
- Sales expansion



Exit Strategy



Primary Acquirers

AI research and product companies (Google, Microsoft and OpenAI, Anthropic, Perplexity, etc..)



Secondary

Insurance, PropTech ecosystems



Why

Acquire predictive intelligence + automation layer.

YOUR STRATEGIC SUCCESS PARTNERS

MEET OUR TEAM



**CURT
TEGELER**

Chief Executive
Officer



**KELCEY T.
BROWN**

Chief Operating
Officer



**ATHUL
MOHAN**

Chief Strategy
Officer



**ALEXEY
YEGOROV**

Chief Technology
Officer



WebMax
DIGITAL MORTGAGE SOLUTIONS

The Leadership Team includes our **co-founders** with extensive experience in **technology, sales**, and the **mortgage**, as well as industry experts as our Developers adept at creating **scalable SaaS solutions**.

To support our growth, we plan to **hire sales representatives and marketing specialists**, as we expand our

JOIN THE JOURNEY

CALL TO ACTION



INVESTMENT OPPORTUNITY

- Join us in **revolutionizing** mortgage technology solutions!
- Be part of a scalable **SaaS** solution with **high growth potential!**



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