

Sourcery Project Summary

Core Purpose

A platform connecting property deal sourcers with investors, providing trust and transparency in the deal sourcing market as an alternative to unreliable WhatsApp groups and email lists.

Key Problems Solved

- **Trust Issues:** Investors currently pay large upfront fees (£3-5k) with limited property information
- **Risk Distribution:** Current model puts all risk on investors who pay before seeing full details
- **Fragmented Communication:** Deals shared via WhatsApp with limited info (emojis, basic numbers)
- **No Centralization:** No unified platform like "Right Move for off-market deals"

Platform Features

For Investors

- Browse/filter deals by location, strategy type, capital requirements
- Reserve properties with small initial fee (£500-1,000)
- 7-day review period before paying remainder
- Full deal details after reservation (currently redacted)
- In-platform messaging with deal sourcers
- Pipeline tracking from reservation to completion

For Deal Sourcers

- Upload deals via smart forms (different templates for flips, HMOs, rent-to-rents)
- Auto-calculated metrics (yield, ROI, loan-to-value)
- Case tracking CRM through completion
- Document management with tagging
- Access to wider investor audience
- Professional verification (insurance, compliance docs)

Key Integrations

- **Property Engine:** Premium feature for sourcing properties with data from Right Move
- **Payment Processing:** Mango Pay (like Fiverr/Vintage model) - holds funds until deal milestones met
- **Digital Signatures:** For in-platform document signing
- Optional education content hosting

Business Model

- **Investors:** Free access (rely on volume)
- **Deal Sourcers:** Tiered monthly subscriptions (£79-£1,000+)
 - Higher tiers = reduced commission on deals
 - Additional user seats ~£10/month each
 - Commission: ~10% of sourcing fee per deal

Design Vision

- Clean, modern "Airbnb/Right Move feel"
- Purple and white color scheme
- Gallery/map view for browsing deals
- Mobile-responsive
- Simple, non-technical language with hover explanations for jargon

Competitive Advantage

- **Trust/Security:** Escrow-style payment protection
- **End-to-end Solution:** Sourcing → listing → case tracking → completion
- **Professional Verification:** Compliance checks on deal sourcers
- **All-in-one Platform:** Eliminates need for multiple tools/spreadsheets

Launch Strategy

1. Build landing page for early sign-ups (investors + sourcers)
2. Beta test with 10-20 vetted users
3. Target: Few hundred thousand investors, steady sourcer base
4. Goal: Become the default platform (like Right Move for retail property)