Even financially responsible individuals fall on hard times and need access to cash (fast), but obtaining much needed cash can be stressful, time consuming, and costly in the long-term.

According to statistics from CareerBuilder and Statista, a clear and addressable market exists encompassing those who both, live paycheck to paycheck AND own a home (in the U.S.). As a matter of fact:

* [CareerBuilder](https://www.forbes.com/sites/zackfriedman/2019/01/11/live-paycheck-to-paycheck-government-shutdown/) found that in **2019 78% of U.S. workers were living paycheck to paycheck**. While at the same time, [Statista](https://www.statista.com/statistics/184902/homeownership-rate-in-the-us-since-2003/) published data highlighting that the **homeownership rate in the U.S. was as high as 65%** (in 2019).

In addition to folks who would be eager to tap into their home equity in exchange for cash, the retail investing marketplace has exploded in recent years with names such as Robinhood and E-Trade offering low or no fee investing to the masses. According to a January 2020 CNBC article, [Retail stock trading app Robinhood has grown from 1 million to 10 million users since 2016](https://www.cnbc.com/2020/06/17/robinhood-drives-retail-trading-renaissance-during-markets-wild-ride.html).

With the increase in retail investing comes a desire for the main street investing population to further diversify investment portfolios beyond just equities – into real estate in particular. But as we well know, real estate investing has long been reserved for higher net worth and more sophisticated investment professionals.

Enter HomeSlice…

A first of its kind Home Equity marketplace designed to provide an outlet for homeowners to seamlessly get cash for their home equity while providing investors with a cost-effective entry point into real estate investing.

In exchange for a “Slice” (% share) of their home equity, eligible homeowners can get up to 30% of their home’s value in cash quickly; no banks, no lengthy waiting period, and no principle and interest payments.

Gone are the days where hefty down payments and net worth are requirements to diversify into real estate, investors are able to easily buy and sell Slices on our platform in a free market auction style format.

Our best in class application combined with advanced data techniques allow us to deliver on our offerings quickly and easily. HomeSlice leverages machine learning to synthesize macroeconomic and median sales data to risk adjust properties and provide fair cash offers to homeowners in minutes.

When homeowners land on our page, they’re greeted with a friendly and convenient application capable of estimating in real time their home’s value. From there they can proceed through the transaction flow and in no time, lock into a lucrative deal granting them some financial freedom – no ties to long-term principle and interest-based loan agreements and no hassle.

Welcome to HomeSlice.