Koala RE

Yaoyang Liu (CS)

David Kogan (CS)

Jeremy Morales (MBA)

Emma Sun (ORIE)

Steven Zhang (CM)
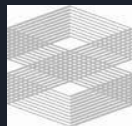
How might we?

How might we enable real estate owners to indicate interest in selling property without actively listing their property?
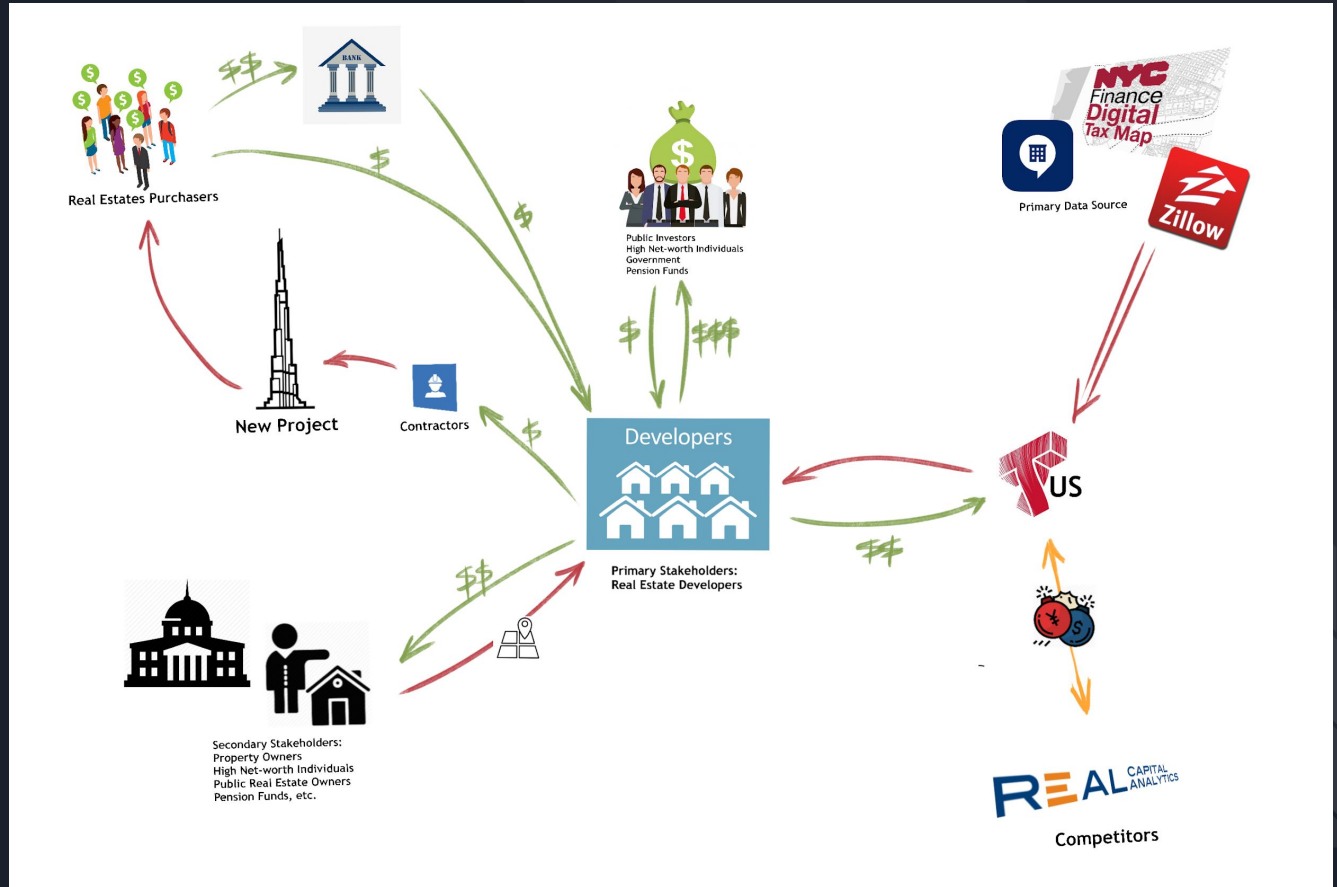
Rich Picture

Our Idea

Website for owners to coordinate with other lots and plan to sell together. So if some owners are selling they are enabled to reach out to other owners in nearby lots. Remember that these owners who ARE actively selling have a lot of incentives to get nearby owners to sell as well.

Central Business Logic

Koala will provide value for both buyers and sellers of real estate.

Developers (buyers) will use the platform because it will help identify opportunities for development. It will not only produce insights into the market but do so at lower costs than developers currently incur due to its automation.

Owners (sellers) will use the platform because it gives them access to opportunities not available on existing commercial sales websites. The platform enables sellers to create value by organizing with neighbors.

Points of Comparison

- This is a new platform that addresses an issue that has not yet been automated
- Buyers manually canvas or utilize brokers to canvas (spending money and time)
- Sellers reach out to a fragmented brokerage market to find buyers
- Platforms like RCA exist that help larger buyers keep track of transactions

Questionable Assumptions

- We can get participation from the various property owners
- We can get developers to pay us for access to our platform
- That the volume we can create with our platform is enough to satiate our consumers

Thank you.