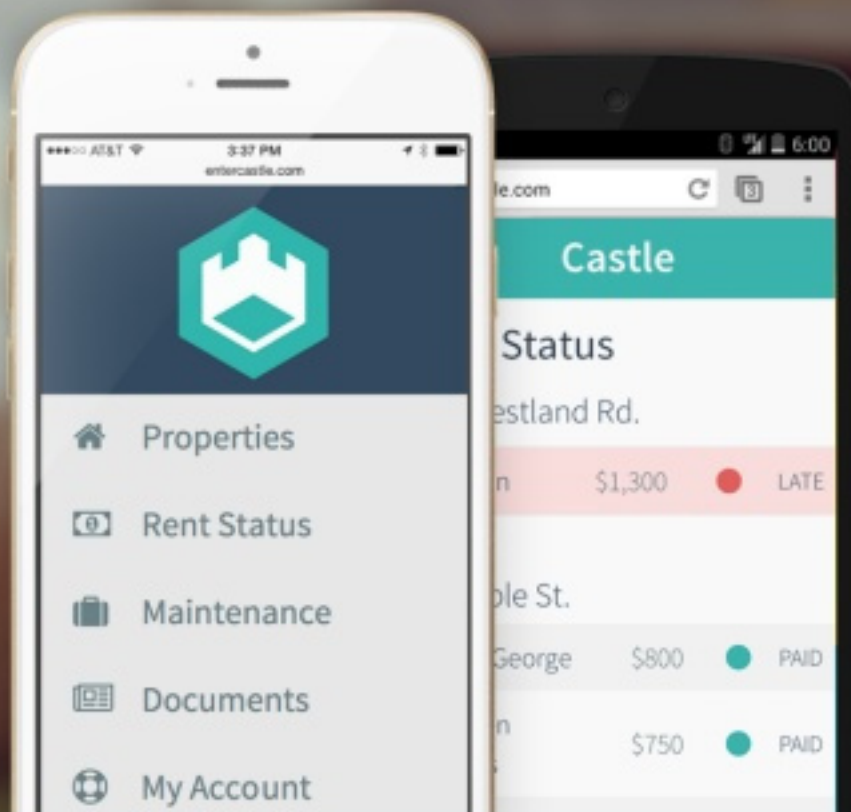




# CASTLE

Put your properties on autopilot



[entercastle.com](http://entercastle.com)

• [@entercastle](https://twitter.com/entercastle)

• [angel.co/castle](http://angel.co/castle)

Rental property owners want to **make money**  
without the work of **being a landlord.**



# Currently, owners have **two bad options**:



## DIY Landlording

(80% choose this)

- Cheap, but lots of work
- High potential for error
- Owner must live near property



## Property Management Company

(20% choose this)

- Easy, but expensive (~25% of profits)
- Low transparency
- Notoriously poor customer service





The solution:

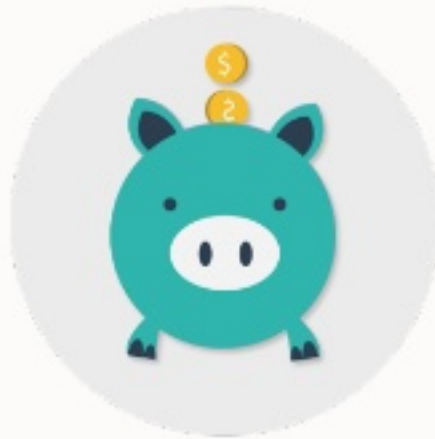
**Automate landlording through  
software and on-demand labor.**



# How It Works



We find, screen, and  
onboard tenants,



collect rent,



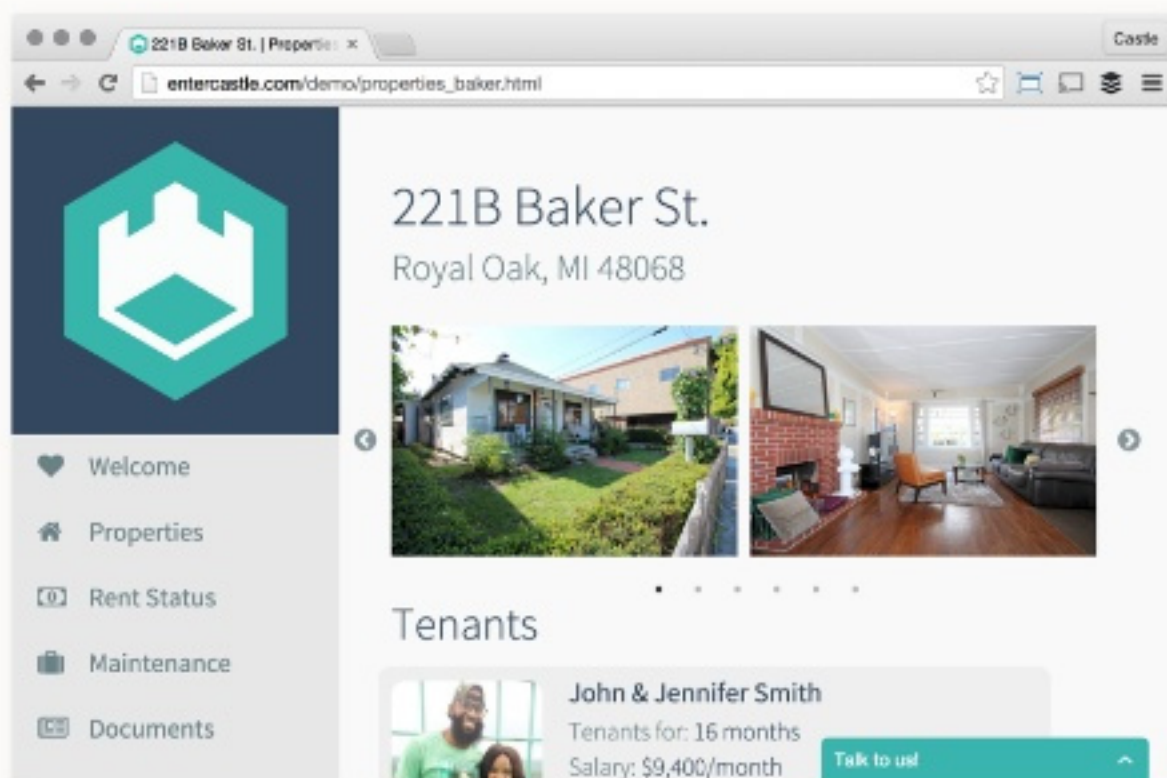
and coordinate  
maintenance.



Owner enjoys  
passive income.



# The Castle Web App



[entercastle.com/demo](https://entercastle.com/demo)

## Owners

- Occupancy, maintenance, and legal info
- Financial data and analytics

## Tenants (coming soon)

- Pay rent
- Report maintenance issues





# Owners save 40% with Castle.

Traditional Property  
Management

**\$130**/mo

- 10% of rental income + fees
- ~25% of the average owner's profits

Castle

**\$79**/mo

- Flat fee of \$79/month
- ~15% of the average owner's profits



# Our early traction has been exciting.





# And we have some great ways to grow.



## Registered Rental Lists

We can obtain rental owners' names and contact information from city governments and market to them directly.



## Freemium Tier

We'll let landlords use some of our software for free. When they graduate to full-service management, we'll be the natural choice.



## Auto-Responders

We're writing scripts that automatically reach out to landlords looking for help on Thumbtack, BiggerPockets, and other forums.



## Tenants

We'll allow tenants to sign up first, then use them to bring their landlords on board.



# Competition

Current competitors: traditional property management companies

**200k** property management companies in the U.S.

**180k** employ fewer than five people

**4** have a national presence

Could become competitors:

**Pillow** Property management for your Airbnb; could expand.

**Cozy** Software for landlords; could add on-the-ground services.





# Our team: **Venture for America Fellows** who've already **built a successful business together.**



In 2013, we bought an abandoned mansion in Detroit and turned it into a hacker house for other entrepreneurs.

Along the way, we've been covered in Fast Company, Time, and Re/code.





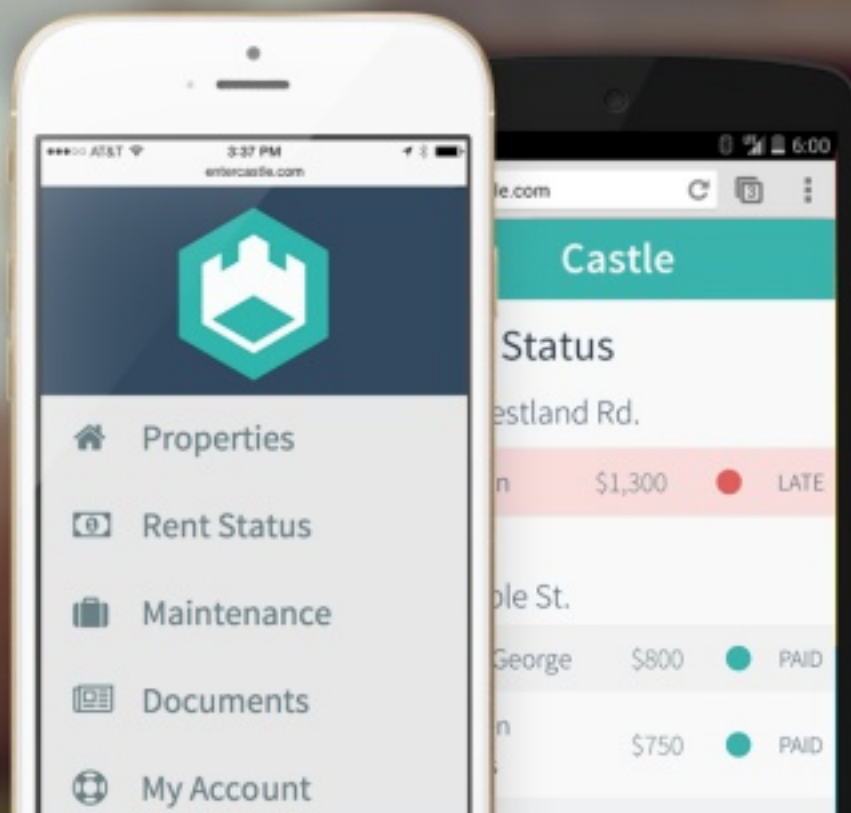
# Milestones





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