

PropIntel

Instant AI-Powered Deal Underwriting for Real Estate Investors

The Problem (From an Investor's Experience)

- Hard to know which sellers are motivated and willing to discount.
- Unclear property condition without a site visit — MLS photos/descriptions may mislead.
- Difficult to know fair market value (as-is vs after-repair).
- Rental estimates are unreliable across different sites.
- Hard to confirm renovations, reconfigurations, vacancy, or tenant status.
- Off-market properties are fragmented across many sites and brokers.
- Funding sources are scattered; investors waste time comparing lenders.
- Owner contact info is often outdated or wrong, even on paid services.

PropIntel Solution

- Seller Motivation Scoring → DOM, price cuts, foreclosure signals.
- AI Condition Analysis → parses photos & descriptions to flag repairs/upgrades.
- As-Is vs ARV Modeling → comps + contractor cost data.
- Rental Roll Estimator → MLS + rental databases cross-verified.
- Off-Market Aggregator → consolidates auctions, groups, niche brokers.
- Funding Match Engine → connects property & investor profile with lenders.
- Contact Enrichment → multi-source cleaning for accurate outreach.

Market Opportunity

- Residential investors & flippers: \$100B+.
 - 2M+ real estate agents chasing investor clients.
 - Institutional buyers (REITs, Blackstone, Invitation Homes) deploying billions.
- TAM: \$15–20B+ globally.

Business Model

- SaaS subscriptions: \$99–\$299/month.
- Enterprise API licensing.
- Data marketplace monetization.

Moat

- Data flywheel: ARV accuracy improves with scale.
- Vertical integration: MLS + contractor data.
- Workflow lock-in: daily deal alerts drive stickiness.

Competition

- Zillow/Redfin: consumer focus.
 - PropStream: outdated, clunky.
 - CoStar: commercial-heavy.
- Proptel: AI-native, investor-first, faster & more accurate.

Go-to-Market

- Phase 1: Launch to real estate investors/brokers in 1–2 metros.
- Phase 2: Partner with MLSs, brokerages.
- Phase 3: Enterprise dashboards for institutional buyers.

Why Now

- Surge of retail & institutional real estate investors.
- Market inefficiencies demand automation.
- AI adoption curve exploding.

Funding Ask

Seed: \$2–\$3M to build MVP, secure MLS integrations, and pilot in 2–3 metros.

Exit Strategy

Targets: Zillow, Redfin, CoStar, CoreLogic, hedge funds/REITs. Exit potential: \$150M–\$500M+ depending on ARR & data assets.