PropIntel — Executive Summary

Instant AI-Powered Deal Underwriting for Real Estate Investors

Problem

• Investors & brokers waste hours underwriting deals.
• Data fragmented across MLS, rentals, public records.
• ROI & seller probability are guesswork → missed opportunities.

Solution

• AI-native underwriting assistant.
• Scores properties on ARV, rental yield, renovation ROI.
• Predicts motivated sellers with data signals.
• Generates investor-ready deal sheets instantly.

Market

• $15–20B+ global TAM.
• Customers: Residential investors, 2M+ agents, institutional buyers.

Business Model

• SaaS: $99–$299/month.
• Enterprise API licensing.
• Data marketplace monetization.

Competitive Edge

• AI improves with every property analyzed (data flywheel).
• Integrated MLS + contractor data.
• Daily deal alerts drive workflow lock-in.

Go-to-Market

• Phase 1: Pilot in 1–2 metros with investors/brokers.
• Phase 2: Partner with MLSs & brokerages.
• Phase 3: Institutional dashboards for REITs & funds.

Funding Ask

• Seed round: $2–$3M.
• Goal: MVP launch, MLS integrations, pilot traction.

Exit Strategy

• Targets: Zillow, Redfin, CoStar, CoreLogic, REITs/funds.

• Potential exit: $150M–$500M+.