

Felix

A Guaranteed Sale
From Day One.



Tennessean.

AW AlleyWatch

inman



GeekEstate.

**Your agent sold your home,
but not for the price he promised.**



Home owners are not compensated for the uncertainty of a sale.

Expired Listings



2,300,000 listings
go unsold each year

Price Reductions



List Price: \$500,000
Sold: \$480,000 (-\$20,000)

That's because your agent is incentivized to sell quickly, not for top dollar.

Agent's Commission

\$8,750

Listed for: \$500,000



Agent's Commission

\$8,500 (-\$250)

Sold for: \$480,000 (-\$20,000)



**Instead, Felix pays you just to list and charges
you 0% commission when your home sells.**



Felix will list your home, and if we sell it for more, we keep the difference.



“Which means I only make what I earn”

**Plus, if we can't sell your home in 90 days,
Felix will buy your house from you.**



**Felix pays owners
to list their home
for 90 days.**

**If Felix can't sell the
home in 90 days, we'll
buy it ourselves.**

**Either way,
owners pay 0%
commission.**

Our model is optimized for middle market homes.

\$200,000 - \$700,000



5.5 MM
of homes sold



\$247,000
Average sales price



\$1.3 T
Value of homes sold

We've launched in Nashville, TN and are on track to expand nationally.



\$68B

315,000 homes sold

\$100B

412,000 homes sold

\$336B

1,300,000 homes sold

\$301B

1,300,000 homes sold

Our Momentum Since Launch

Launch Date: July 1, 2018



Felix is the only brokerage that increases incentives for owners and our agents.



Our Plan for the Future

Expanding horizontally and vertically will allow us to scale to a billion dollar company

Selling Services

Agency 2.0
(Current Offering)

iBuyer

Sale Leaseback

Vertical Integration

Title & Settlement

Mortgage

Buying Services

Home Buying Service

We're raising \$300,000 in the form of a convertible note to kickstart our three main goals.

Sell 12 Homes / Month

- Expand Nashville sales team by hiring Felix Home Selling Experts
- Create lead generation engine through branding and local advertisement
- Plan for a credit facility

Customer Experience

- Hire team of customer success staff to promptly meet customer needs
- Improve consumer facing sign up and discovery phase
- Build out listing marketplace to allow buyers to view current listings

Refine Pricing Model

- Hire data scientists to expand days-on-market AVM
- License historical market data to train machine learning model
- Automate the manual valuation process and improve AVM

We're raising an undisclosed amount in preferred equity to accomplish our three main goals.

Sell 60 Homes / Month.

- Expand Nashville sales team by hiring Felix Home Selling Experts
- Create lead generation engine through branding and local advertisement
- Raise \$12MM credit facility

Customer Experience

- Hire team of customer success staff to promptly meet customer needs
- Improve consumer facing sign up and discovery phase
- Build out listing marketplace to allow buyers to view current listings

Refine Pricing Model

- Hire data scientists to expand days-on-market AVM
- License historical market data to train machine learning model
- Automate the manual valuation process and improve AVM

Meet the Felix founding team



Tyler Forte
CEO



Niv Ginat
Product



Prem Hirubalan
Operations

Questions?

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