Executive Summary

REALVetted – A Real Estate Buyer Vetting, Home Preview & Offer Automation Platform

Business Name: REALVetted
Industry: Real Estate Technology
Founder: Randy Brummett
Stage: Conceptual/Pre-Development
Business Model: B2C/B2B SaaS Platform
Target Market: Residential Real Estate Buyers, Sellers, and Real EstateAgents

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Mission Statement:
REALVetted empowers buyers to preview homes and generate offers autonomously, streamlining the real estate process and reducing inefficiencies for agents and sellers. Our mission is to modernize home buying by providing secure, vetted buyer pools and automated tools that enhance transparency and accessibility. Additionally, REALVetted will generate business by providing buyer agents with qualified leads—buyers who have already previewed homes and are prepared to make an offer. This approach creates an immediate income stream and soft introduction of AI tools to the industry, alleviating fears of job displacement and encouraging adoption.

The Problem:
The traditional real estate process is time-consuming, agent-dependent, and costly. Buyers are frustrated by the need for agent involvement to access homes, while agents waste time with unqualified buyers. Recent changes in NAR regulations, requiring buyers to sign representation agreements and pay agent fees, further complicate the process.

The Solution:
REALVetted offers a platform that vets buyers by verifying identity, proof of funds, and pre-approval letters, allowing them to preview homes without an agent. AI-driven tools automate offer generation and streamline negotiations, ensuring efficiency for all parties.

Market Opportunity:

- **Total Addressable Market (TAM):** $160B (Global Real Estate Tech)
- **Serviceable Available Market (SAM):** $50B (U.S. Residential Real Estate Tech)
- **Serviceable Obtainable Market (SOM):** $5B (Projected market penetration in 5 years)
- **Growth Trends:** Increasing demand for virtual tours, AI automation, and self-guided purchases.

Competitive Advantage:
REALVetted reduces agent dependency by automating buyer-side processes and providing sellers and their agents with pre-vetted, qualified buyers. This dual-sided approach minimizes wasted time, enhances security, and speeds up transactions. Unlike competitors such as Zillow and Redfin, REALVetted focuses on buyer-driven automation and seller-side offer management.

Business Model:

- **Usage Fees:** Buyer usage-based fees for buyer verification, home previewing, and offer tools, allowing buyers to pay only when they need access.
- **Transaction Fees:** Flat or percentage-based fees on successful property closings.
- **Seller Platform:** Free with optional premium tools for enhanced visibility.
- **Agent Partnerships:** Reduced fees for limited representation services.

Financial Summary:

- **Year 1 Revenue:** $500,000 (Pilot + Early Adopters)
- **Year 2 Revenue:** $2.5M (Regional Expansion)
- **Year 3 Revenue:** $10M (National Market Penetration)
- **Profit Margin by Year 3:** 40%
- **Funding Requirements:**
    - Seed Funding: $250,000 for MVP Development
    - Series A: $2M for platform launch and scaling

Call to Action:
REALVetted seeks $250,000 in seed funding to develop our MVP and initiate beta testing. We invite investors and strategic partners to join us in transforming the real estate landscape through technology-driven innovation.