ESTATE EMPIRE

Stop Chasing, Start Closing!

OVERVIEW

A "Pre-Screening" Web & Mobile Real Estate app that cuts down apartment viewing delays.

Accelerate the speed-to-lease for both renters & landlords

A Lead Generation Powerhouse; Game changer for brokers.

PROBLEM

TENANTS	AGENTS/LANDLORDS
1. Select an Apartment. 2. Attend Open Houses. 3. Screening **REJECTIONS! REJECTIONS! REJECTIONS!**	1. Get 100's of Applications! 1. Review the documents. 1. Contact the ones that do Qualify....
REPEAT THE CYCLE! 😩	**The perfect match moves on or gets lost in the process.**

ESTATE EMPIRE

The Rental Rejection Reality in NYC

Did You Know?

There are over 5.4 million rental units in NYC, and over 78% of residents are renters - NOT homeowners

- NYC apartments receive an average of 30-50 applications per unit!
- In Manhattan, nearly 1 in 3 rental applications are **denied**, making the search for a home more challenging than ever.

· STAY TUNED ·

Estate Empire

Documents Required to Rent an Apartment in NYC/Jersey City

1. **Personal Identification Documents**
   1.1 **Government-Issued Photo ID**
      - Valid Driver's License
      - State ID
      - Passport
   1.2 **Social Security Number (SSN)**
      - Required for credit checks and background checks.

2. **Financial Verification Documents**
   2.1 **Proof of Income**
      - Recent Pay Stubs (usually last 2-3 months)
      - Offer Letter/Employment Verification Letter (if recently hired) [Situational]
   2.2 **Bank Statements**
      - Recent Bank Statements (usually last 2-3 months)
      - Proof of sufficient funds for rent and security deposit.

   > **40x of 1month's rent for a U.S national**
   > **&**
   > **80x for people with guarantors/not from the U.S**

   2.3 Tax Returns
      - Previous year's Tax Return (often required for freelancers or self-employed individuals).

3. **Rental History Documents [Situational] [May not be required in most cases]**
   3.1 Previous Landlord Reference
      - Contact information or letter from your previous landlord confirming good rental history.
   3.2 Proof of Past Rent Payments
      - Receipts or bank statements showing consistent rent payments.

4. **Credit and Background Checks**
   > [A **credit score** above a certain level may suffice - i.e >700]
   4.1 Credit Report
      - Most landlords will request a credit report to assess financial reliability.
   4.2 Background Check
      - Some landlords **may** require a background check to verify criminal history.

✦This is where things get a little complex:
5. **Guarantor Information** (if applicable)
   5.1 **Guarantor's ID**
      - Government-issued photo ID of the guarantor.
   5.2 **Guarantor's Proof of Income**
      - **Pay stubs, bank statements, and tax returns** of the guarantor.
   5.3 Guarantor's **Credit Report**
      - A credit report showing the guarantor's financial stability.
   5.4 Income Requirement
      - The guarantor is typically required to have an annual income that is **80 to 100 times the monthly rent.**

PROBLEM

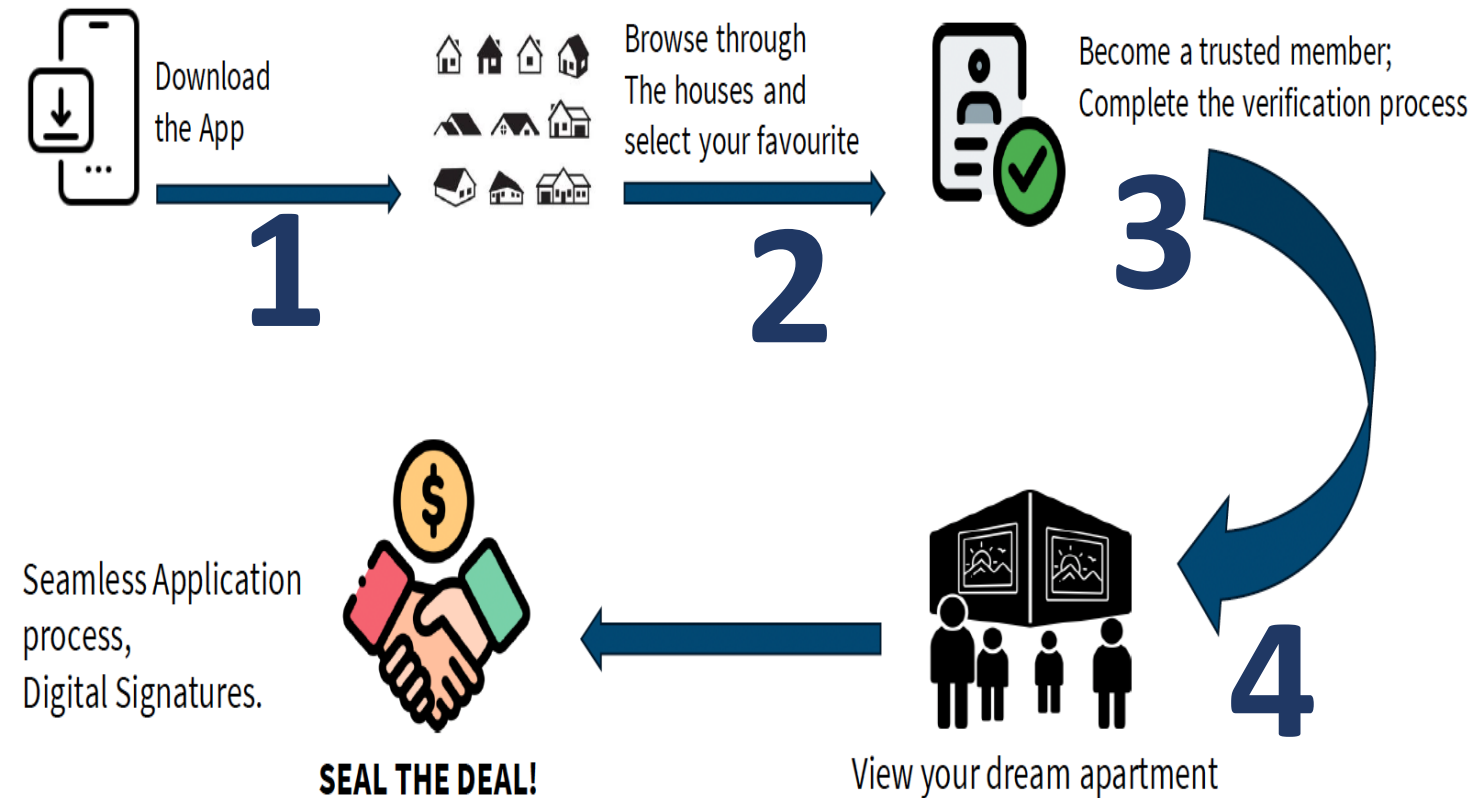I. **TENANT SCREENING**: "74%" of landlords and "46%" of renters feel that "tenant screening" is their Top challenge.

II. **OPERATIONAL DELAYS**: The average time that an apartment is listed on the market = 11 + day & fixing a time with the agent is a tedious task.

III. **REPETITIVE PROCESSES & DOCUMENT SECURITY**: Tenants often must repeatedly provide sensitive & personal information for each inquiry, a process prone to security lapses.

SOLUTION

FOR RENTERS

1 Download the App

Browse through The houses and select your favourite

2

Become a trusted member; Complete the verification process

3

4 View your dream apartment

Seamless Application process, Digital Signatures.

SEAL THE DEAL!

- ➢ Submit your documents **ONCE!**
- ➢ **Get "Pre- Screened" ---> Access to all qualified listings through our Real-Time AI-Powered Tenant Matching** system**.**

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- ➢ Avoid Repetitive document submission *for every individual listing you plan to view*.

- ➢ Get the Estate-Empire "*Verification Badge*" *AND the* "*Tenant credential scores*" against every single property.
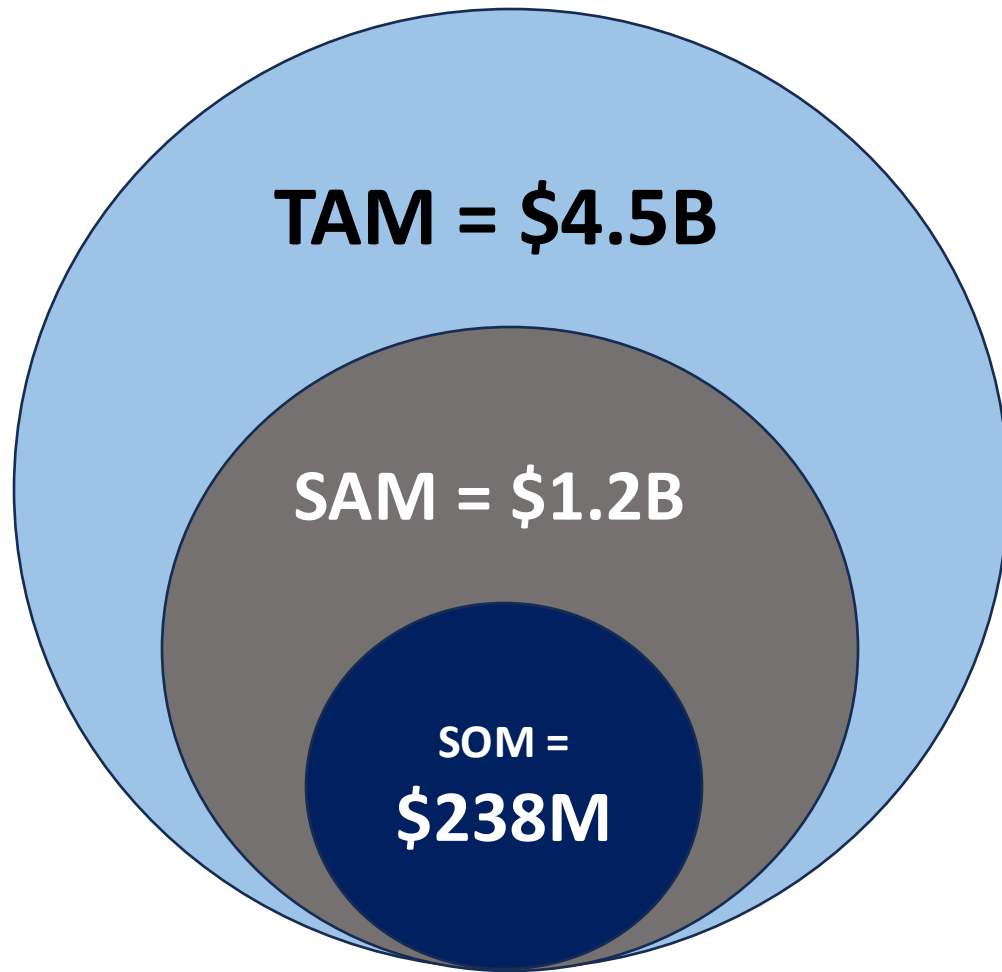
SOLUTION
FOR LANDLORDS

"Self-Guided Viewing"

➤ **Tour units within hours!**

➤ **Swipe "left" or "right" on tenants based on their credentials / "Tenant Credential Scoring System"**

➤ **Lightning fast lead-to-leasing, reduced days on the market!**

➤ **Blockchain based "Secure Agreements" -** [LOI Signed]

Home About Us Rent Sell

Login / Register   Add Property ↗

Home > Rent

Enter an address, city, or ZIP code

The Most Luxarious House
📍 4059 Waterview Texico, NM 88135
🛏 3 Bedroom   🛁 2 Bathroom
$1,560/ Month   View More

Flint Hill Luxarious House
📍 470 Lost Creek Road, PA 19103
🛏 4 Bedroom   🛁 3 Bathroom
$2,500/ Month   View More

The Skay View Farm House
📍 4033 Caynor Piscataway, NJ 08854
🛏 2 Bedroom   🛁 2 Bathroom
$1,600/ Month   View More

Modern Capital House
📍 208 Barrington Court, AR 72601
🛏 5 Bedroom   🛁 6 Bathroom
$4,200/ Month   View More

A Modern Accentuates House
📍 1904 Drummond Newark, NJ 07102

Spacious & Warm Flat
📍 4806 Public Works Drive, TN 37745

Orchard Farm House
📍 3521 Jenna Lane Des, IA 50309

Perum Kencana asri Flat
📍 1102 Mattson Street, OR 97205

TAM = $4.5B

SAM = $1.2B

SOM = $238M

I. TAM – Real Estate Technology / PropTech Industry Size (Including Smart Building Technology, Space Management, Locks, Architecture etc).

II. SAM – Real Estate Software Size (ERP, CRM SaaS).

III. SOM – Real Estate Software Size In New York City.

MARKET SIZE

MARKET SEGMENTATION

GEOGRAPHY

Primarily on NYC market

Specific focus on high-demand boroughs.

DEMOGARPHIC

Age 18-32, young professionals

Relocating Families

Students

NEEDS

Quick and efficient rental processes

Less paperwork intensive.

TECHNOGRAPHY

Tech-savvy individuals who prefer tech solutions for real estate.

Users currently relying on different apps for renting

Business Model

Subscription-Based Revenue (Landlords & Property Managers)	Success-Based Transaction Fees
Basic Plan (Freemium) – Allows landlords to list a limited number of properties and access basic tenant screening.	**Lease Completion Fee ($300 flat fee pricing)** – Charged to landlords when a lease is successfully signed.
Premium Plan – Bulk listings, premium analytics, direct messaging, and dedicated support.	**Tenant-Paid Model (Primary Revenue Driver)** – Flat Fee Pricing for Tenants as well (since they expect to pay a broker fee already which is significantly more) (**$400**)
Enterprise Plan (Custom Pricing) – Large-scale property management integrations.	**Application Processing Fee ($10/ submission)** – After a set limit of free applications, landlords pay for each additional tenant application.
🏆 **Market Insight:** NYC landlords lose **$4,400 per vacant unit**, making rapid tenant placement a priority.	🏆 **Market Insight:** In NYC, **30-50 applications per unit** slow down leasing—Estate Empire solves this inefficiency.

Pre-Screen Check

Fill in the details for verification. It will take a couple of minutes. You only need to do it once.

❓ Have you ever been evicted? ∧

Lorem ipsum dolor sit amet consectetur. Nec ac feugiat amet odio sagittis sit eget iaculis dolor. Aenean eros mauris posuere aliquam nibh.

❓ Do you have a pet? ∧

Enter your answer here

❓ How many people will be living in the unit? ∨

❓ What is your combined household income? ∨
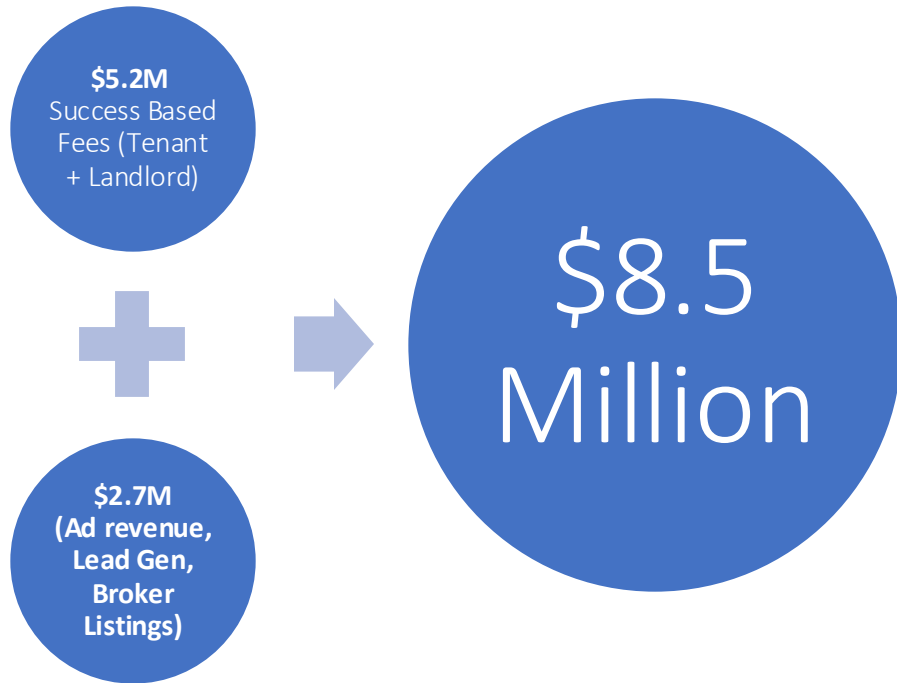
FEATURES	Estate Empire	Redfin	Streeteasy	Apartments.com	Zillow
PRE SCREENING	👍	✗	✗	✗	✗
ACCESS TO QUALIFIED LISTINGS	👍	✗	✗	✗	✗
SELF GUIDED VIEWING	👍	✗	✗	✗	✗
LOW FEES	👍	✗	👍	✗	✗
SALE / PURCHASE	✗	👍	👍	👍	👍
NEGLIGIBLE WAITING TIMES	👍	✗	✗	✗	✗

COMPETITION

SUMMARY INCOME

MILLIONS ($)
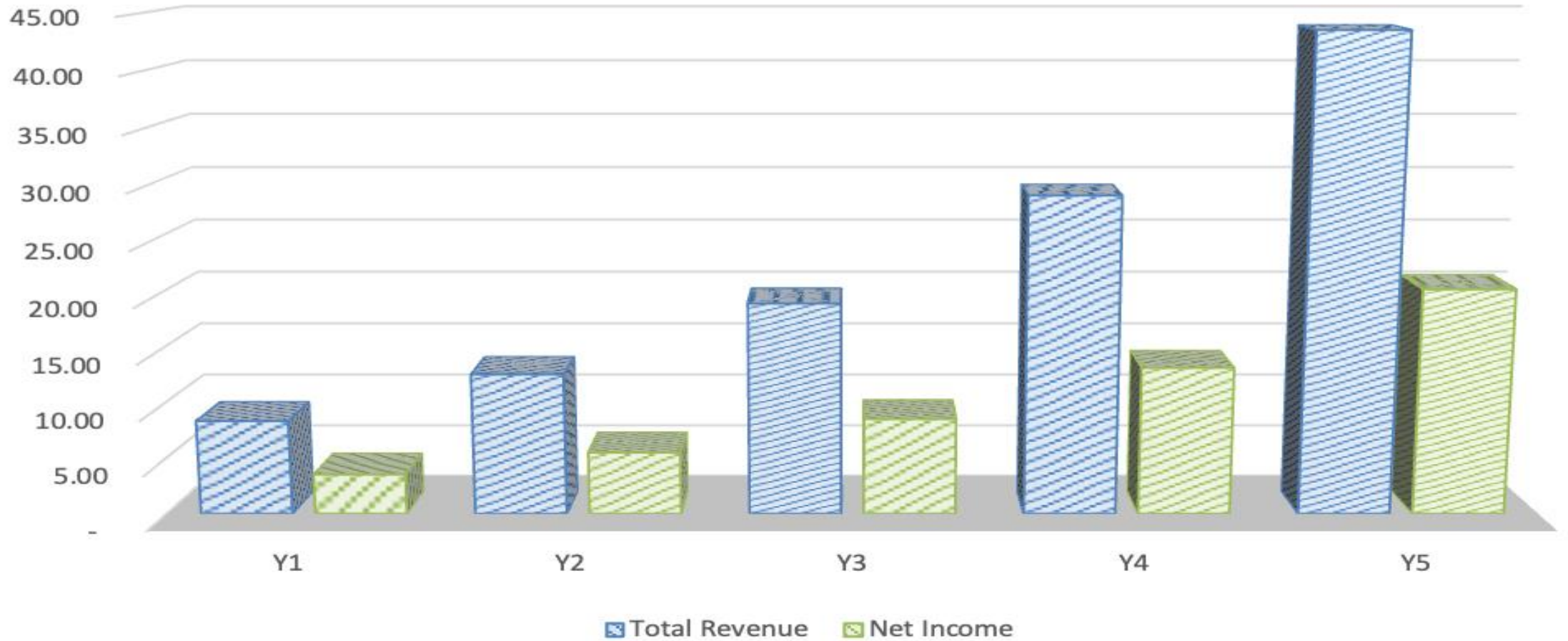
FINANCIALS

GO-TO-MARKET STRATEGY

SEO & Content Marketing

Targeted Online Marketing

Influencer/ Agent Partnership

Demonstration Videos

Comparison Metrics

Real-Life Success Stories

Virtual Property Tours

Streamlined Website & App

Automated Document Handling

AWARENESS → **EVALUATION** → **SALES**
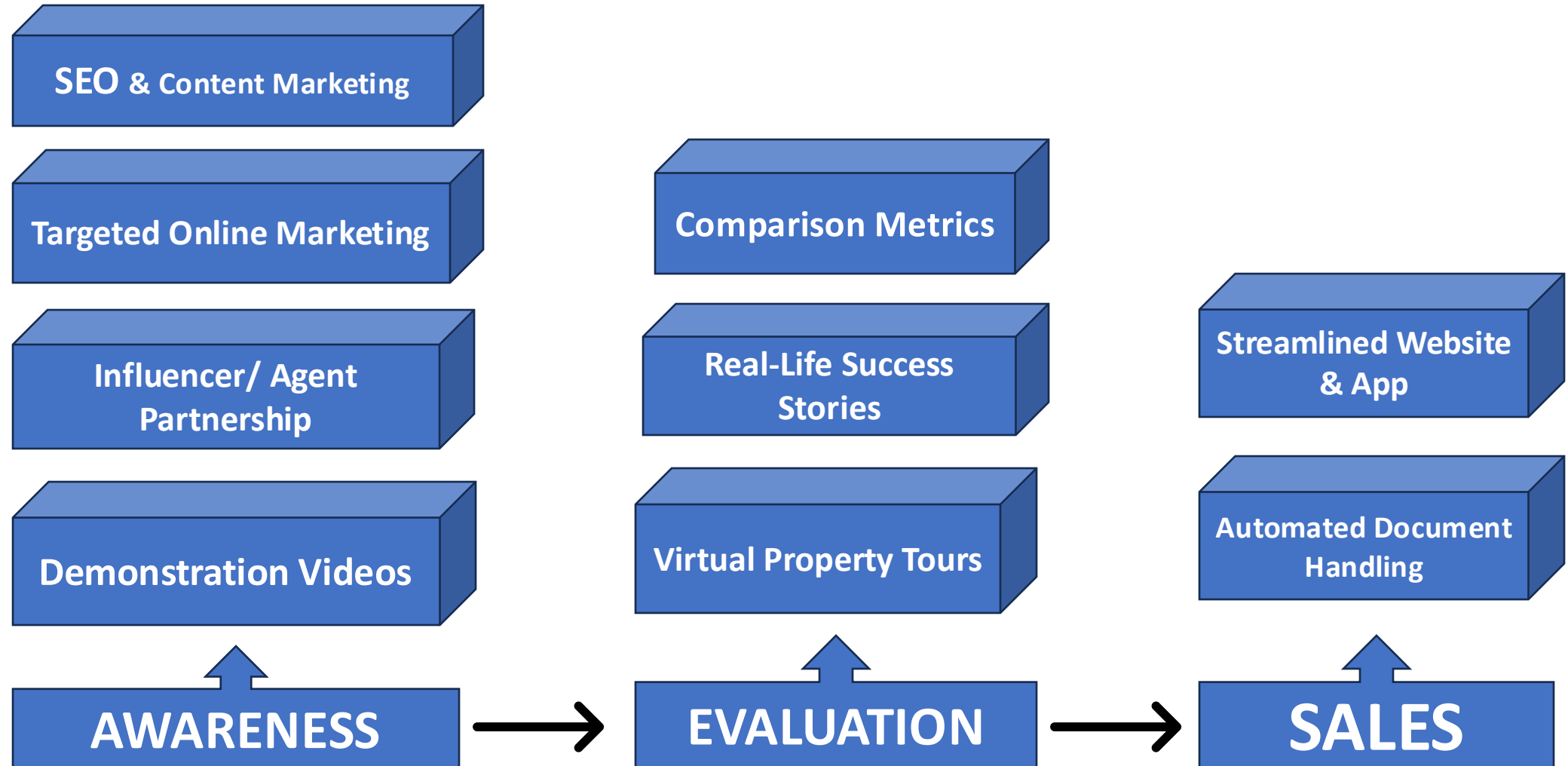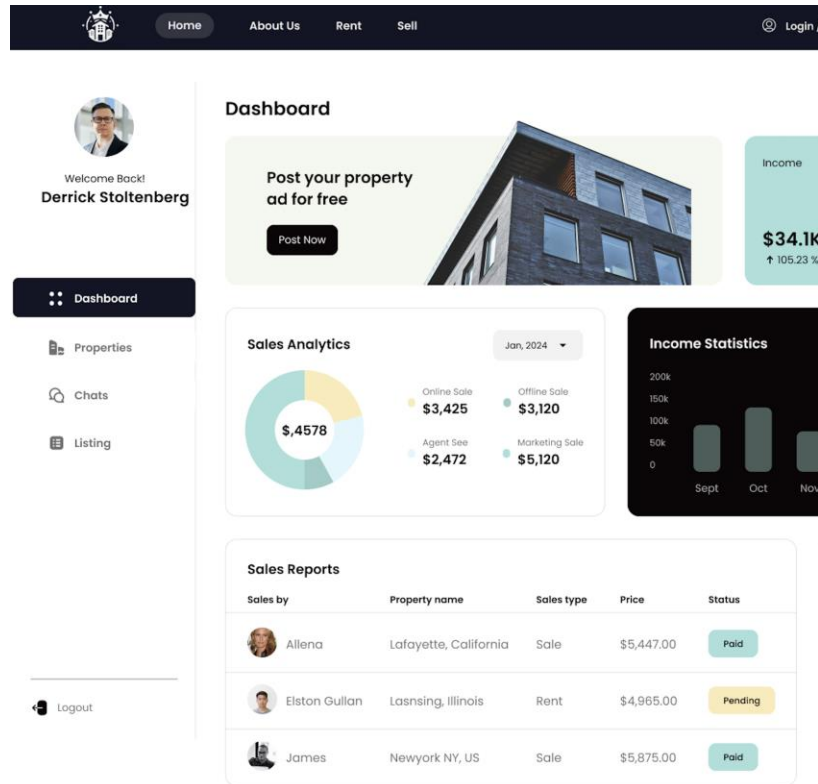
500+ CUSTOMER (Broker/landlord/renter) INTERVIEWS

MULTIPLE LOI SIGNED, eg https://www.blockconvey.com/

$10,000 PERSONAL FUND INVESTED

MVP PROTOTYPED

MULTIPLE SOFT COMMITMENTS, eg - https://www.brokerloop.com/

BUILT UNDER NEW VENTURE ACCELERATOR (https://cunystartups.com/) & https://www.linkedin.com/in/remyarteaga/

Presented at TechDay NYC— SharkTank ABC Casting Call

TRACTION

ASK – USE OF FUNDS

We are asking for **$300,000** to finish our MVP in 3 months and launch.

MVP Development
$250,000

IT Development (Mobile/Web)
Pre-Screening Framework

Operational Costs

Research & Development(R&D)

Pre-Launch
$50,000

Marketing Campaigns
Awareness Campaigns

Social Media/ Influencer
Marketing

FOUNDERS

Kanishk Verma
Co-Founder – Product/Tech

- Mobile/Web App Development
- Product Management
- Ex-Accenture

Shray Arora
Co-Founder – Real Estate

- 4 years of residential Real Estate consulting experience
- Product, Strategy & Marketing

Albin Joseph
Co-Founder – Tech

- Specialize in building web/mobile software applications & **backend** systems, AI and Machine Learning
- Ex-BatterySmart