



COMPLETE PROPERTY MANAGEMENT SOLUTION FOR DIY LANDLORDS

The image shows a screenshot of the rentpay mobile application. At the top, there's a navigation bar with icons for Properties, Leases, Correspondence, Maintenance, Listings, Applications, Finances, Reports, Rules, Valuations, and Help. Below the navigation is a search bar labeled "Search properties". A large card displays a property at "1529 Main Street, WEST HOLLYWOOD CA 90248 # 25b", showing a building image and status information: "2 CURRENT LEASES, 1 UPCOMING", "ACTIVE LISTING, 3 APPLICATIONS", and "CURRENT RENT REVIEW". Another card for "172 V" shows "LISTING DISABLED", "\$ NO CURRENT REVENUE", and "# VALUATIONS NOT ENABLED". At the bottom, there's a map of New York City with "Tompkins Square Park" highlighted, and a card for "45 E 22nd St, NEW YORK NY 10010" showing "1 CURRENT LEASE", "LISTING DISABLED", "CURRENT RENT REVENUE: \$950.00/M", and "VALUE: \$110,000 (FEB 2018)".

MISSION

To make property management simple and profitable

PROBLEM

There are over **8.5 million** DIY landlords in the US



Only **1 out of 8** uses property management software!

WHAT DO THE OTHER 7 LANDLORDS USE?



NOTEPAD



DEPOSIT SLIPS



PENCIL



BOOKKEEPING SOFTWARE



EMAIL



ADVIL



PHONE

WHY IS THIS HAPPENING?



Current products
are expensive!

When you're a DIY
landlord, every dollar
counts and other
services charge a lot



Limited features

Affordable options
have extremely limited
features forcing landlords
to use multiple products



Difficult and costly
onboarding

Onboarding takes ages
and even carries a
minimum cost

SOLUTION

Leapfrog product engineered for landlords



Complete set of tools

Hundreds of tools intertwined with automation



Data services for better decisions

Artificial-intelligence-based data services



Easy to use interface

Intuitive and simple



Quick and easy onboarding

Start using the system in seconds



All of the above for free

All essential tools and data for free

US MARKET

44m

RENTAL PROPERTIES

112m

RESIDENTIAL RENTERS

33m

PROPERTY INVESTORS

8.5m

DIY LANDLORDS

COMPETITIVE ENVIRONMENT



Niche product



Easy to use



Wide range of features



Complicated user interface

RENTPAY ADVANTAGES

- Full stack of modules for landlord's every need

- Internal AI system for rent estimates and analytics to help landlords make better informed decisions

- Landlord-to-tenant communications built into the core of the system

- Custom automation rules for every landlord save a tonne of time

- Customer is king (or something holy). Customer service is at the centre of the platform

- Easy-to-use, intuitive interface with a powerful engine

Products not suitable for DIY landlords

These products are too expensive and too difficult to sign up for



TEAM



Lev Ivanov
CO-FOUNDER / CEO

- Accounting
- Ecommerce project manager for over 5 years
- \$0 to \$7m per year in revenue in 3 years with no funding



Ilya Savenkov
CO-FOUNDER / ANGEL INVESTOR

- Finance
- Real estate developer & property manager for over 10 years
- Founded several successful startups



Nikita Krivonogov
CTO

- Engineer
- Webstudio lead for 5y. Reached top rating in the region
- Lead development of over 120 projects



Dmitry Ososkov
LEAD DEVELOPER

- Mathematics / programming
- Senior developer at EPAM for 3 years
- Previously developer at Accenture

SENIOR TEAM



BACKEND



FRONTEND



DESIGN



ADMIN



MILESTONES

- MID-LATE 2015 Renting apartment in LA, co-founders get very frustrated with the process. First plans drawn up. First \$150k investment secured.
- MAR 2016 CTO hired
- APR 1, 2016 Project officially launches
- LATE 2016 Second \$150k investment secured
- OCT 2016 Team grows to 10 people
- MAR 2017 Lead data scientist hired
- JAN 22, 2018 Internal test/alpha version released
- LATE APR 2018 Closed beta release
- MAY-JUNE 2018 Launch

MODEL

BEFORE LAUNCH

12 MONTHS AFTER LAUNCH

CORE FEATURES	PAID FEATURES	THIRD-PARTY SERVICES
Property lists Unlimited number of units Easy listings Listing syndication Applicant screening Reference verification Basic accounting ACH payments Automated late fees Correspondence Maintenance jobs Vendors list Inspections log Reporting Automation rules Multi tenant mode (roommates) Marketing website Multiple deposit accounts Automated equity calculator Reminders Lease event logs Document storage And much more!	Background checks Credit reports Income verification Property valuations Credit/debit card payments Express payouts	Renters insurance Movers Utilities Evictions Property refinancing Rent financing
Multi-user access iOS & Android apps Advanced accounting Integration with Xero/QuickBooks Inspections assistant Lease with eSignatures Open home mode Receipt scanner And much more!	Rent intelligence analytics Locating new investments Lease builder Virtual mailbox Rent auction Property improvements analytics And much more!	Legal advice Debt collection Property insurance Services marketplace And much more!

FREE FEATURES FOR ALL USERS

PAID - FEE/SUBSCRIPTION

COMMISSIONS FROM VENDORS

CUSTOMER ACQUISITION



Customer exchange

Working with a network of partners with large databases of landlords. Instead of paying for advertising we will be providing our partners with featured positions in services marketplace and in some cases exclusivity on the platform.



Recommendation engine

Every page on the site will offer customers to refer others and give them various incentives to do so.



Direct mail

Sending direct mail to a proprietary list of property investors across the US.



Other methods

Over 120 viral campaigns and growth hacks to test and verify.

DEAL STRUCTURE

Convertible note:
\$500,000

Discount:
20%

CURRENT PAYROLL

Management:	4	•	•	•	•	
Backend:	5	•	•	•	•	•
Frontend:	3	•	•	•		
Design:	1	•				
Admin:	1	•				
Total:	14					

BURN RATE

Current monthly burn rate:
\$22k per month

Late 2018 burn rate:
\$40k per month

FUTURE FINANCING

Series A
\$1m - \$2m
Early 2019



team@rentpay.co

rentpay

PROPERTIES
This page offers a list of all your properties with some basic details. [Learn more](#)

DASHBOARD

PROPERTIES

LEASES

CORRESPONDENCE

MAINTENANCE

LISTINGS

APPLICATIONS

FINANCES

REPORTS

RULES

VALUATIONS

HELP

Search properties **NEW PROPERTY**

1529 Main Street **25b**
WEST HOLLYWOOD CA 90248

2 CURRENT LEASES, 1 UPCOMING

ACTIVE LISTING, 3 APPLICATIONS **NEW**

CURRENT RENT REVENUE: \$2,750.00/M

VALUE: \$235,000 (MAR 2018)

PROPERTY DETAILS

1900 E Ocean Blvd **1725**
LONG BEACH CA 90844

1 CURRENT LEASE

LISTING DISABLED

CURRENT RENT REVENUE: \$950.00/M

VALUE: \$100,000 (FEB 2018)

172 West Holly
WEST HOLLYWOOD CA

PROPERTY IS

LISTING DISA

NO CURRENT

VALUATIONS

PURCHASE PRICE
Entering purchase price helps generate ROI reports.
ORIGINAL PURCHASE PRICE
\$135,000
Purchased in May 2010

CHANGE DETAILS

VALUATION
Automatic valuations check your property value monthly.
AUTOMATIC VALUATIONS
Enabled
7 months remaining

LATEST VALUATION
\$189,500
On Mar 5, 2017

ADD MANUAL VALUATION

VALUATION HISTORY

REVENUE **\$1,200.00**
Rent **\$300.00**
Power **\$300.00**
Internet **\$300.00**
Insurance **\$300.00**

CREATE CHARGE **CREATE CREDIT**

SELECT YEAR **2018**

EXPENSES **\$920.00**
Power **\$230.00**
Internet **\$230.00**
Insurance **\$230.00**

CREATE EXPENSE

RETURN ON INVESTMENT
SELECT YEAR **2018** **Current** [Learn more](#)

REVENUE **6.2%** **of purchase price**

SURPLUS/DEFICIT **2.9%** **of purchase price**

VALUATION RATIOS
SELECT YEAR **2018** **Current** [Learn more](#)

RENT REVENUE **4.1%** **of latest valuation**

SUPPLY/DEFICIT **1.4%** **of latest valuation**

Month	Value
JAN 17	\$326k
FEB 17	\$328k
MAR 17	\$327k
APR 17	\$325k
MAY 17	\$326k
JUN 17	\$328k
JUL 17	\$329k
AUG 17	\$329k
SEP 17	\$330k
OCT 17	\$331k