

An aerial photograph of a dense city skyline, likely New York City, with numerous skyscrapers and a river visible. The HomePik logo is positioned in the top right corner of the image.

HomePik

A large, centered version of the HomePik logo. The word 'Home' is in blue and 'Pik' is in gray. A black mouse cursor is pointing at the 'o' in 'Home'.

HomePik

The smartest way to your best home

Tremendous Market Potential

- At any time, **6,000+** apartments are for sale in Manhattan
- The average price is **\$1,185,000**

The Problem

Existing property search engines **overwhelm** users with information but they **don't assist** buyers in making a choice.

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The Solution

HomePik

A revolutionary real estate search engine.

Why Is HomePik Different?

- **HomePik** offers buyer's a means to compare properties using selected criteria.
- **HomePik** uses Selection Portfolio, a patented technology, and therefore is, and will remain, unique.

Why Use HomePik?

HomePik grades, searches for and compares apartments based on distinct criteria:

- Location quality
- Building quality
- Space dimensions
- View quality

How HomePik Works

HomePik uses:

- A standardized rating system
- Graded listings from unbiased data
- A mechanism for making understandable comparisons

The User Experience

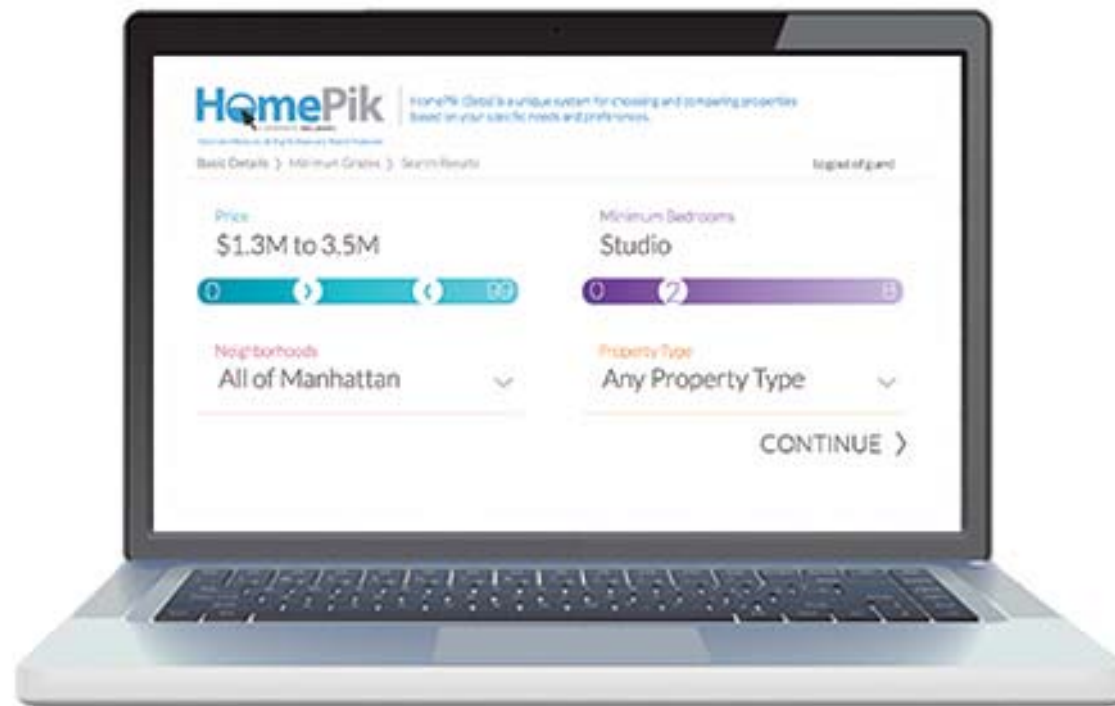
- Step 1 ➤ Basic Criteria
- Step 2 ➤ Minimum Grades
- Step 3 ➤ Search Results
- Step 4 ➤ Comparison

Step 1: Basic Criteria

Step 1

Choose the **basic parameters** for price range, neighborhood, number of bedrooms and property type.

Choose Basic Parameters



Step 2: Minimum Grades

Step 2

Move **simple sliders** to select the **minimum rating grades** for location, building, views and space.

Customize Your Rating Criteria



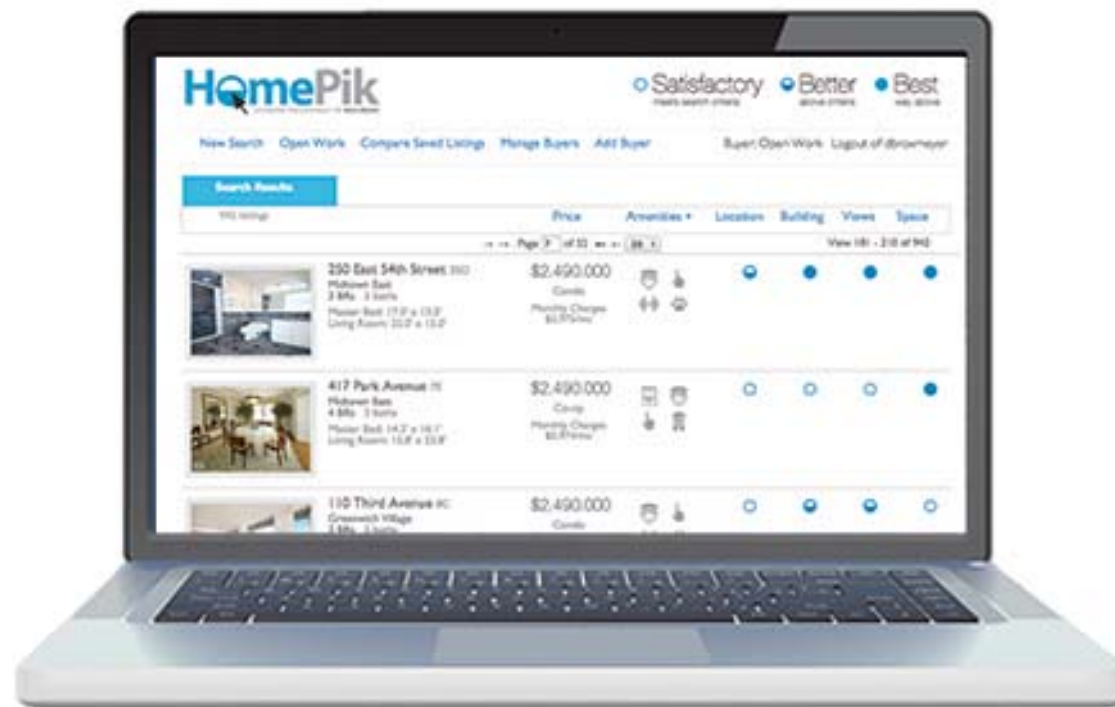
Step 3: Search Results

Step 3

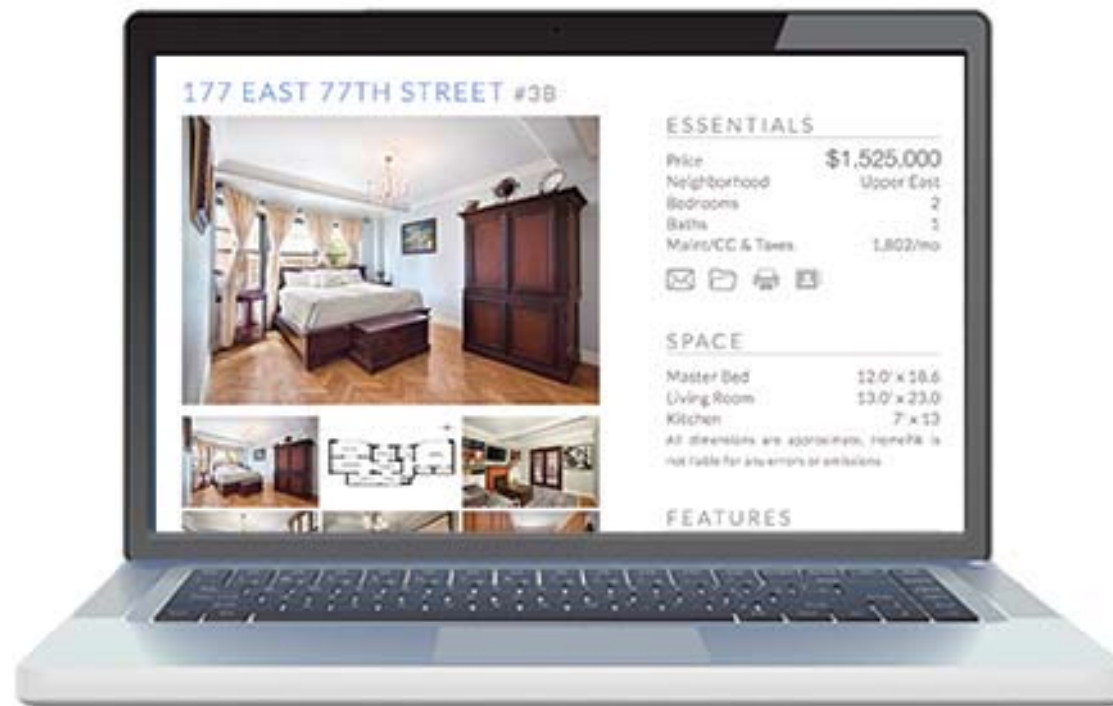
View all apartments currently on the market in the specified price range that are **at least as good** as the minimum grades.

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View Your Search Results



... and Property Details



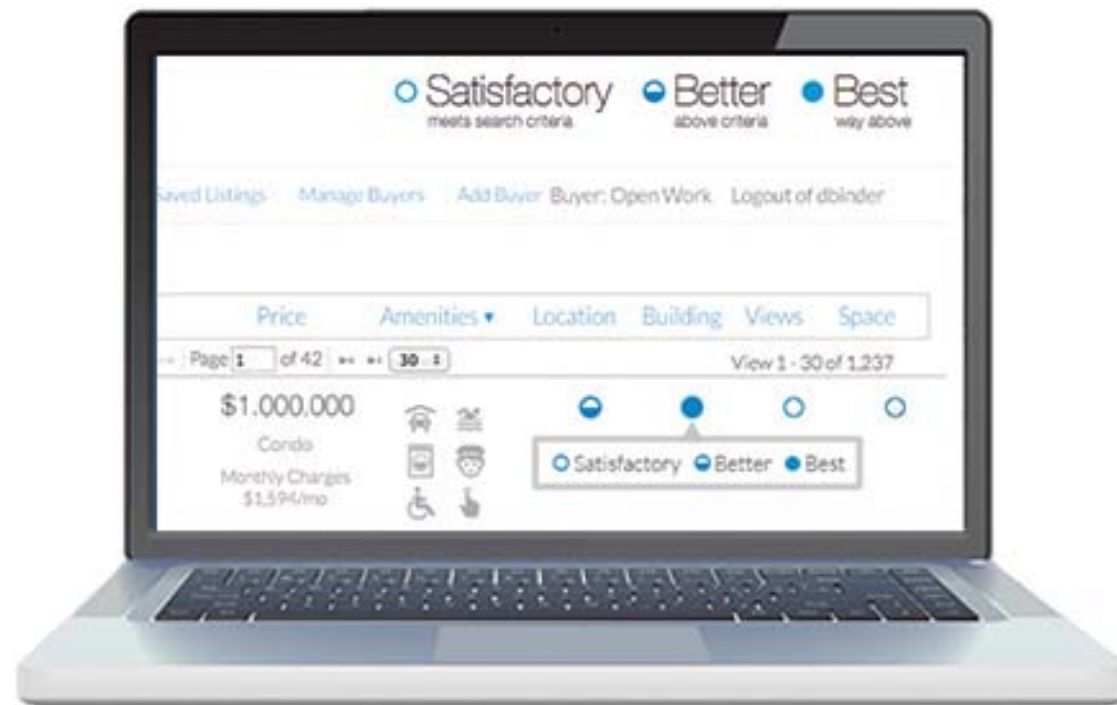
Step 4: Comparison

Step 4

Each listing displays “bubbles” to indicate whether it **meets, exceeds or greatly exceeds** the specified preferences.

Easy-to-understand icons identify the secondary amenities for each property.

Compare Your Listings



Identify the Amenities



The Agent-to-Buyer Advantage

- #1 Sharing listings
- #2 Adding listings
- #3 Saving selected listings and separately comparing these finalists
- #4 Commenting through a buyer folder

Our Competitors

Popular search engines, like Street Easy, Zillow and Trulia, all do the same thing:

They are **information accumulators** providing an overwhelming amount of property and market detail to the customer.



Our Competitive Advantage

HomePik is a **definer of information** so that a customer receives guidance in finding the best home through comparisons of the customer's desired criteria.



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Revenue Model

Revenue-Earning Opportunities

- Short-term revenue sources
- Long-term revenue sources

Short-Term Revenue Sources

- Bellmarc
- Investors
- Other real estate brokerage firms



Source: Bellmarc

- Bellmarc will be the exclusive member broker for Manhattan, and will promote HomePik, which will drive traffic and sales back to Bellmarc.

Source: Investors

- HomePik will give to investors an ownership interest in the HomePik search engine and in Bellmarc, in return for funding.

Source: Other Real Estate Brokerage Firms

- An exclusive broker will be selected for a designated area and will become a "HomePik Member."

HomePik will receive a base fee and a performance fee.

Long-Term Revenue Sources

- Vertical Integration
- Globalization
- Referrals

Source: Vertical Integration

- **HomePik** can be readily adapted to suit additional listing types, including rentals, investment properties, and commercial properties.

Source: Globalization

- **HomePik** will solicit firms in urban and suburban markets to act as Exclusive Members for designated areas.

Source: Referrals

- All members brokers will be able to research listings for buyers any area, and then promote those referrals to other **HomePik** members.

Source: Referrals

- A network is created among HomePik brokers. This will allow a broker to research listings in another area for his/her buyer and then refer this buyer to a different HomePik agent in the area in question for a percentage of commission.



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Funding

Proposal

Percentage of ownership: terms to be arranged.

Initial payment in year 1	\$3,500,000
Second payment in year 2	\$2,500,000
Third payment in year 3	\$2,500,000
Fourth payment in year 4	\$1,500,000
Total Investment	\$10,000,000

Estimated Cost: Phase 1

Solidify Bellmarc's position	\$2,000,000
Promote HomePik	\$1,350,000
Expand HomePik to rentals	\$150,000
Total cost	\$3,500,000

Estimated Cost: Phase 2

Promote HomePik nationally	\$1,000,000
Open office in Nassau County and populate data ..	\$250,000
Launch and promote suburban HomePik	\$100,000
Refine and upgrade systems as required	\$150,000
Cash reserve for new locations	\$1,000,000
Total Cost	\$2,500,000

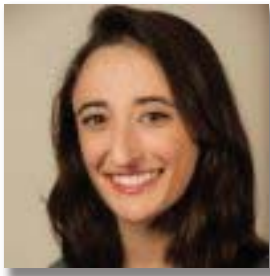
Estimated Cost: Phase 3

Additional cash reserve for new locations \$2,500,000

Estimated Cost: Phase 4

Additional cash reserve for new locations \$1,500,000

Our Team



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An aerial photograph of a dense city skyline, likely New York City, with numerous skyscrapers and a body of water visible in the distance. The HomePik logo is positioned in the top right corner of the image.

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Your searches, your way.

Only at
HomePik