

MyProp

Socialise your property listings

Pitch Deck

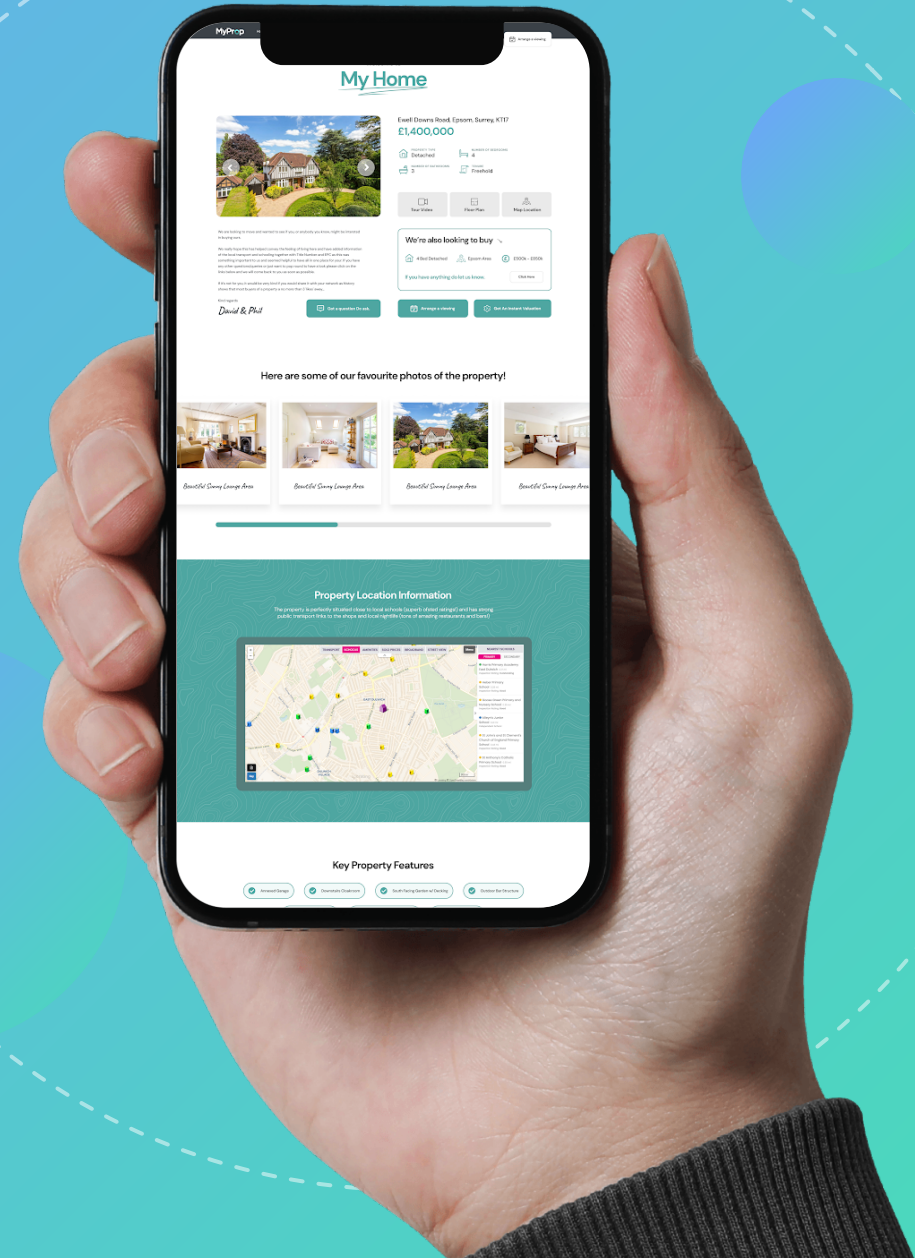
Private and Confidential



MyProp

Harness the power of social media

Let's find out how.



MyProp

Enables seller and agents alike to effectively harness the power of social media.

Creating a collaborative relationship for agents and sellers.

Empowers sellers to promote the lifestyle of living in their property and create that all important “feeling”.

The logo for MyProp, featuring the text "MyProp" in a bold, sans-serif font. The letter "o" is replaced by a stylized house icon with a teal roof and a white body. The logo is positioned on a light blue circular background in the bottom right corner of the slide.

MyProp

The Problem.

Sellers

Until now there has been effective way to harness social media in order to assist reaching the wider marketplace and present their property in an engaging way that promotes the lifestyle aspect of living there.

To display the authentic and sense of living in their property and show off it's greatest assets and give potential buyers a taste of actually living there beyond the typical agent photography.

Promote

To promote the lifestyle of living in their property, show off its greatest assets and promote in potential buyers.

Humanise

To humanise and bring to life the marketing material for their property.

Harness

To harness their and their friends, social media networks to both help find a buyer and their next property.

The Solution

Sellers

A unique dedicated micro site of their property to which they can add their own personal touch with picture, videos, and comments about the property throughout the year:

- When the rose is in full bloom, or the daffodils are out
- The seating area that gets the last sun of the day
- The roaring open fire in winter or the outside garden lights at night

To include a page of their own search requirements to find off market opportunities.

To engage with potential buyers directly through on-site communications (managed by the agent).

Pre-prepared social media posts that they can share with their networks, asking them to be liked and re-shared, covering the local area and complimenting the agent's portal and website coverage.

The Problem.

Agents

No ability to engage with their local community through social media without extensive and time-consuming involvement with local businesses, resident associations, and schools.

No ability to engage with the local community prior to them actually entering the market. To provide a service better than their competitors and gain additional instructions. To engage with their customers in a collaborative way

Effective

No effective way to communicate and engage with their local community through social media.

Successful

No successful way to promote their properties or their services through social media. To harness social media in a meaningful way to create more leads and valuation opportunities

The Solution

Agents

The Micro Site, when created, is shared by the sellers and, in effect, endorsed to their social media networks.

With the inclusion of their company prospectus, they are being put before the prized off market local customers who are offered free micro sites and encouraged to start collecting photos of their property for when they are ready to sell.

Individual micro sites for every instruction, automatically created, provided to their customers with a single “click”. Who in turn can “humanise” it with their own material and share pre-prepared posts through their social media networks.

With the site having been posted by the sellers it arrives “endorsed” by them, and with their request to “like and share” much more likely to gain local traction – promoting the property and the agent

Why Now?



With **technological advancements** and the standardisation of the BLM file used by all CRM's to update Rightmove, we can automate the whole process such that the agent literally only has “**3 clicks**” to have the whole site up and running. The complete automation of the site enables a “**time light**” and low entry price point offering.

76%

Profits made
by *Rightmove*

Product Overview

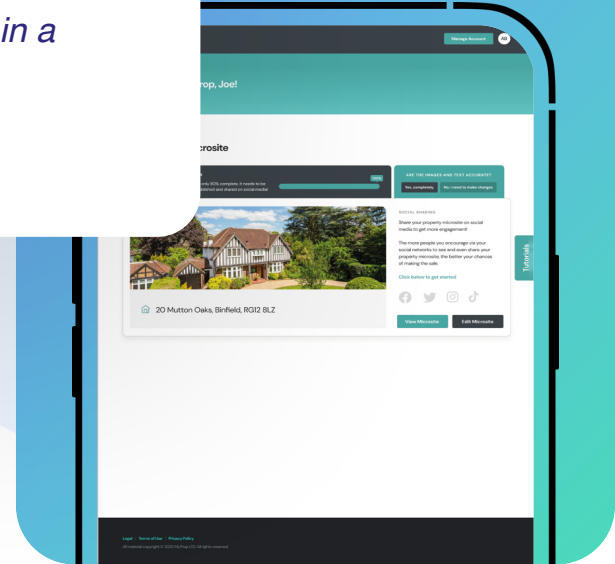
Following an initial registration agents will be presented with a unique micro site every time they upload a property to the Portals (or manually if they wish).

The site is then forwarded to the seller to personalise and once done social media posts are pre-prepared for them to share with their social media networks

A live dashboard will report to agents site engagement numbers, enquiries, and valuation requests, keeping them firmly in charge



The micro site will serve to promote the property in a far more engaging and humanised way which will help the property in a buyers' market whilst the search page will assist in finding a new property in a sellers' market.



Market Size —



Market Size

**250,000**

The current market size is 250,000 residential properties available in the UK (as compared to a 10-year average of 440,140).

**44%**

This represents a 44% reduction.

**50,000**

But still provides for c50,000 new instructions each month.

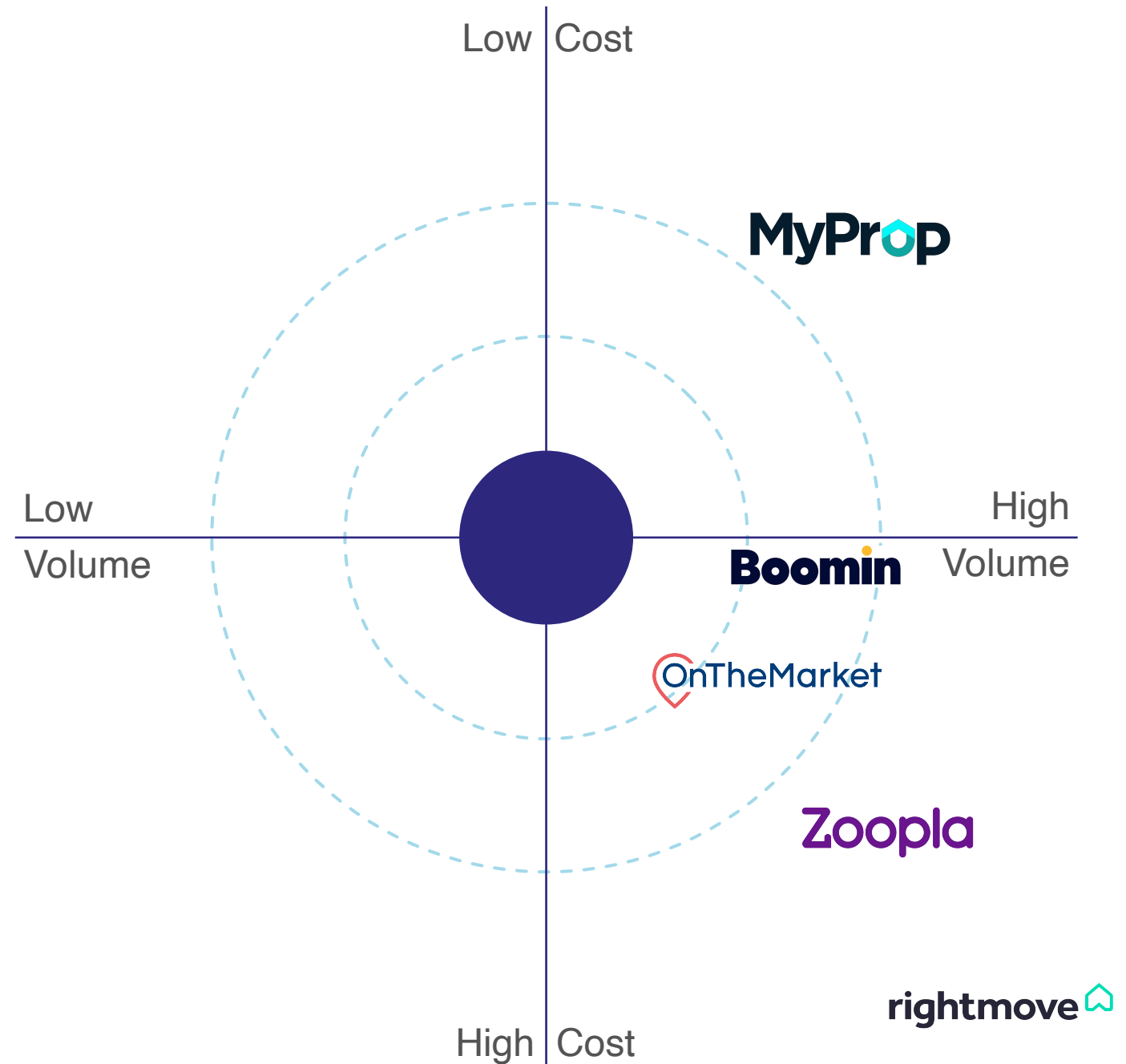
Competitive Landscape?

The nearest competitors are the portals and agent web sites currently used to promote the sale/ rental of properties.

We do not consider there are any direct competitors in the market at present. The service compliments rather than competes with the portals and agents web sites.

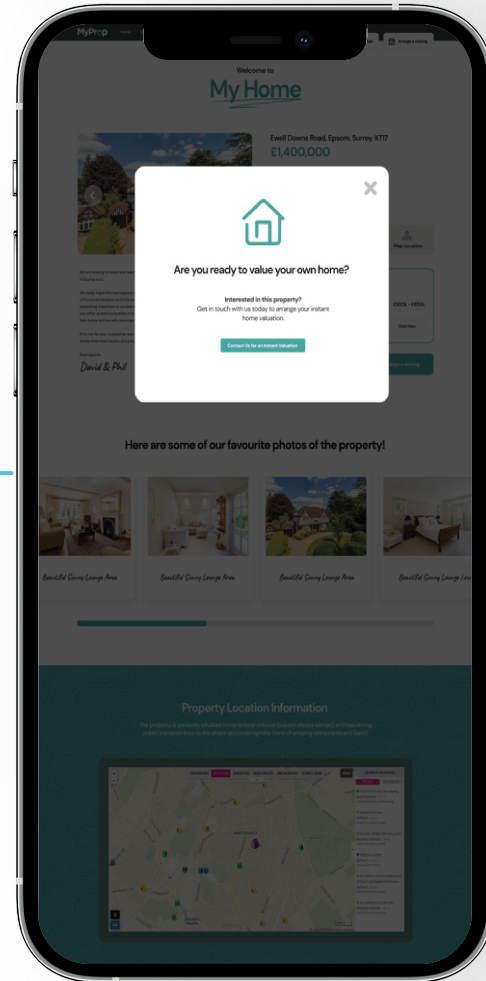
Whilst the competitive landscape in *Proptec* is incredibly competitive we believe **MyProp** has no direct competition.

The effective and easy use of social media to promote property sale, rent and search will encourage a shift in consumer habits which in turn will cause a disruptive effect on the property landscape.



Product Value

The great value of the product lies in both the simplicity, ease and speed of use, the minimal overheads due to automation and resultant low price point making it a “no brainer” for agents.

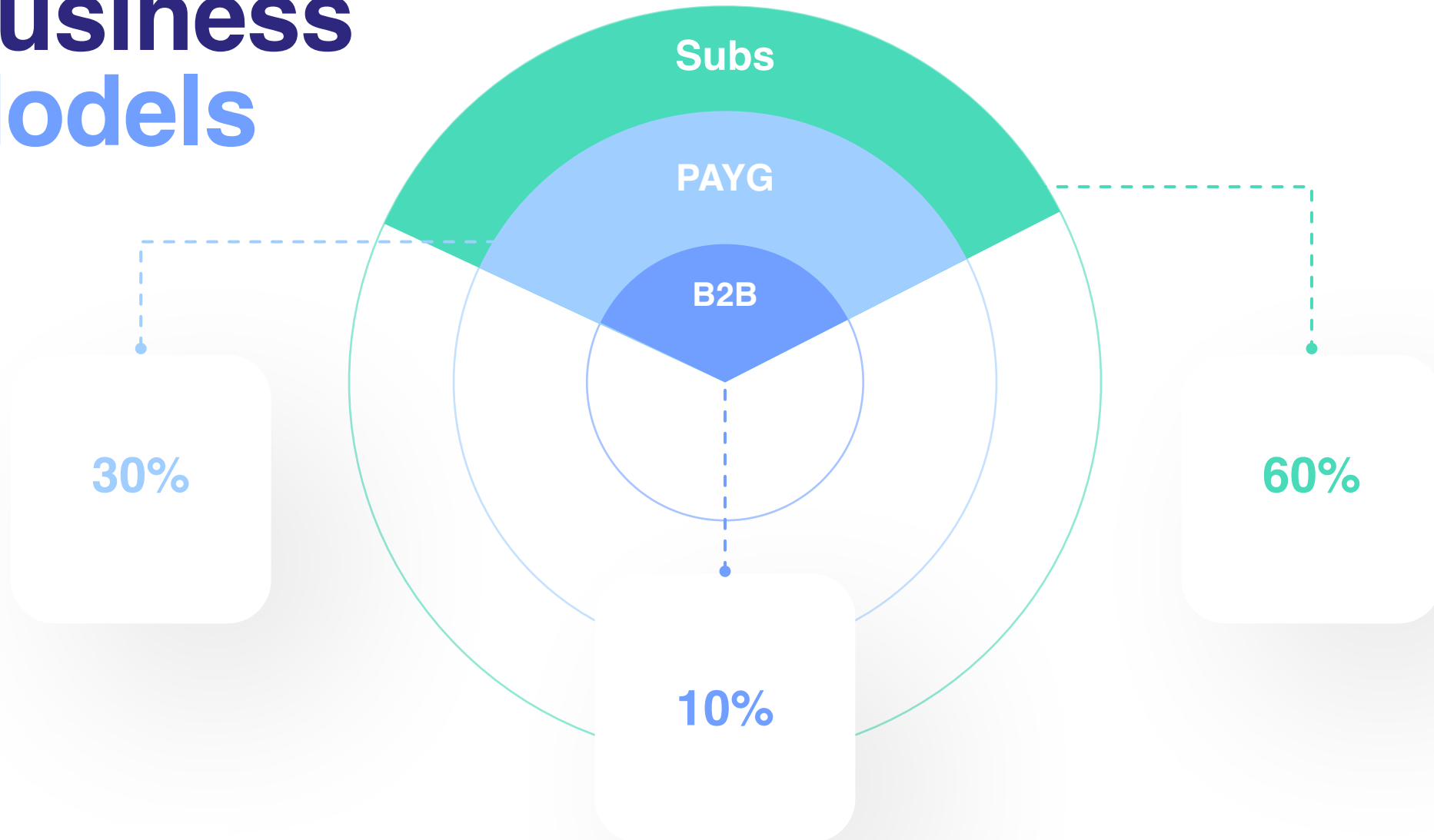


The size of the potential marketplace.



The ability for agents to harness their sellers' social media networks to promote both their homes and their companies to the elusive, hyper-local, off market potential clients.

Business Models



Business Plan

3 Year forecast revenue



Turnover Y2



Turnover Y3



Turnover Y4

The Founders



David Bell

Founder

After college David spent over 25 years in the property industry from leading UK developers to corporate estate agents. All leading to an in-depth knowledge of the workings of the industry.

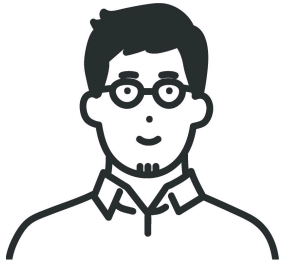


Phil Warner

Founder

Philip is a serial entrepreneur and has run several highly successful digital agencies over the last 20 years, has acquired a deep understanding on how to grow a start up from the ground up.

The Team



Filipe Moreira

Chief Technology Officer



Anthony Bullock

Lead UI/UX Designer



Tom Reader

AI & Machine
Learning Developer



Lizzi Hawkins

Administrator