



Humming Homes

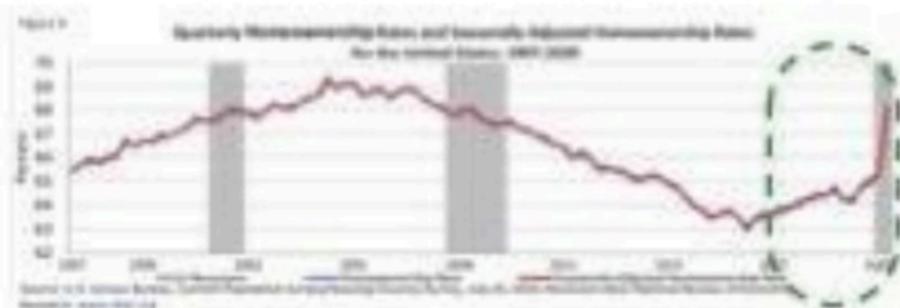
**Making  
Homeownership  
Easier And More  
Enjoyable**

## THE STATE OF REAL ESTATE

# COVID accelerated an ongoing trend in millennial home buying

### Homeownership Stats

1980	VS.	2021
25%	First-time Homebuyers <sup>11</sup>	37%
20%	Homebuyers Aged < 40 <sup>11</sup>	45%
45%	Dual income households in US	68%

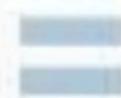


*New Yorkers Are Flooding to the Suburbs: 'The Demand Is Insane'*

The pandemic is igniting home sales in metropolitan areas, with New York City leading the way.

**Mortgage applications reach pandemic peak**

Requests for mortgages tripled in 2020, up 47% last week.



### Customer Implications

- ▶ Most **Tech-forward** Buyers Ever
- ▶ **Youngest** Homebuyers on Record
- ▶ A Generation **Unaccustomed to Managing The Home**

## THE NEXT GENERATION OF HUMMERS

# Reinventing Home Management For The Modern Homeowner

**39**

Age Range

**72%**

Percentage  
Dual-Income Household

**8/10**

Previously renting in  
urban center

**65%**

First-time homebuyer  
\*Owned 0-4 years\*

**Early Adopters**

**Majority Mobile Users**

**2+ IoT Devices**

Uber

DOORDASH



Other Consumer Services They Love

**Mrs. & Mr.:**

**Ages:** 34 & 40

**Children:** 1 Daughter, 1 Son

**Occupations:**

Tech Exec & Physician



## THE PROBLEM

# First-time Home Buyers Are Ill-Equipped to Manage A Home



Renting to buying is a rude awakening (maintenance is 1%-2% of home value) - both **stressful & expensive**



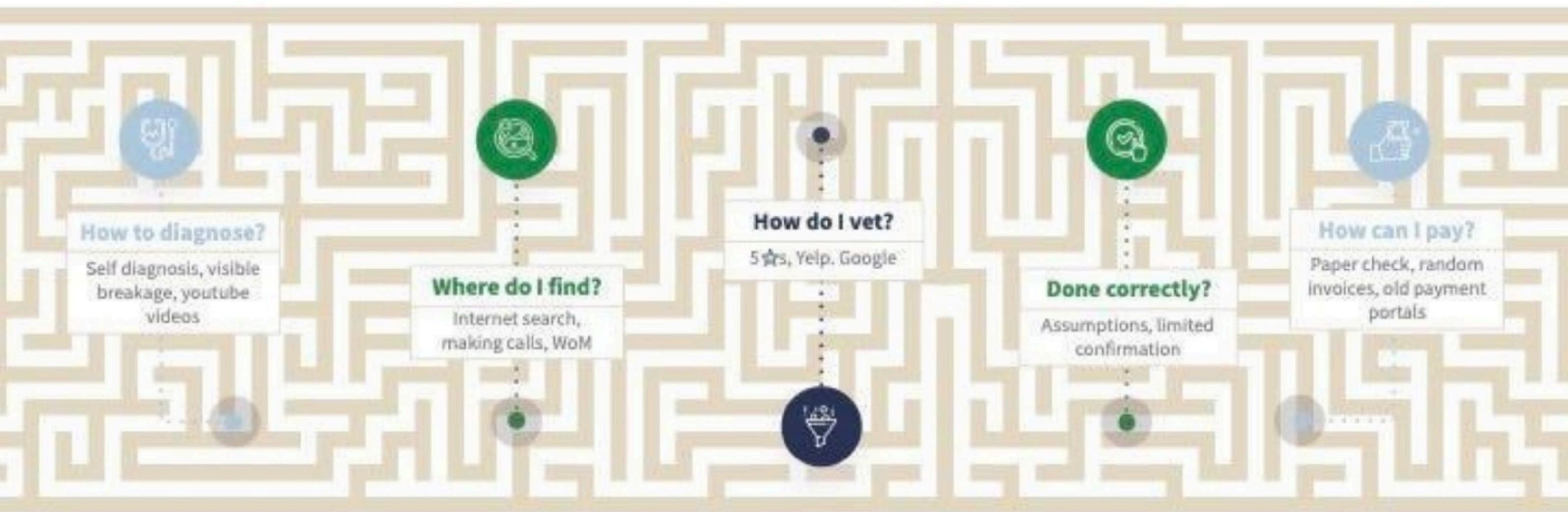
On top of that, the process to get anything done around the house is **opaque and offline**



66% of households today now dual-income, **new homeowners just don't have the time to do things the traditional way**

## HOW IT'S DONE TODAY

# Traditional Solutions Create A Maze Of Challenges



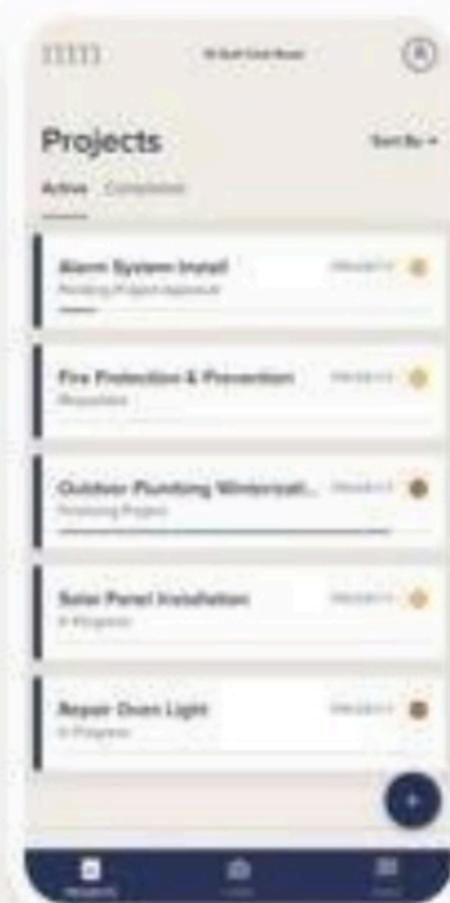
**OUR SOLUTION**

**Make Every Home,  
A Humming Home.**

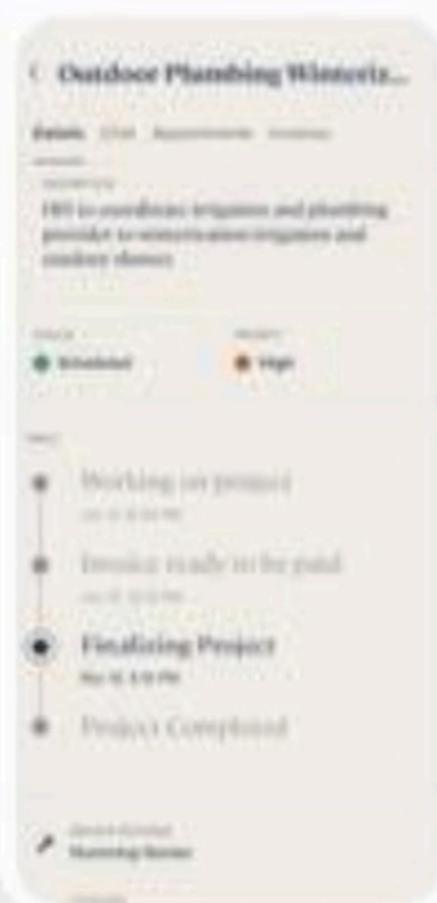
## THE HUMMING HOMES WAY

# Our Innovative Solution Brings Urban Life Benefits To The Suburbs

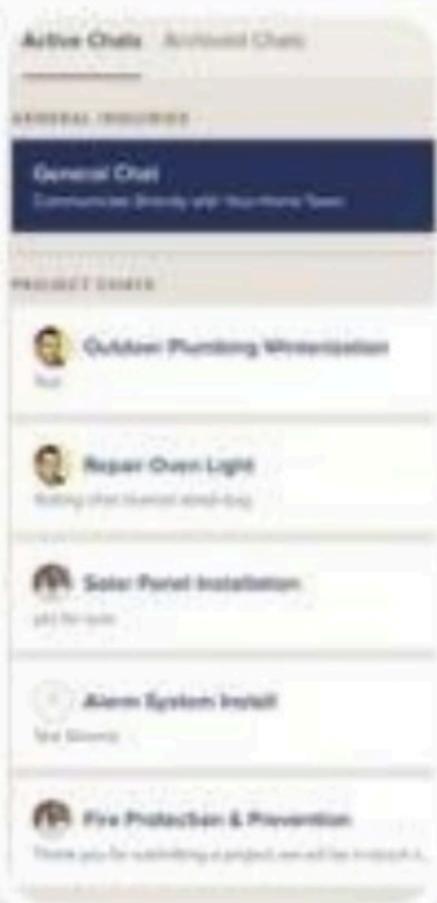
### End-to-end project management



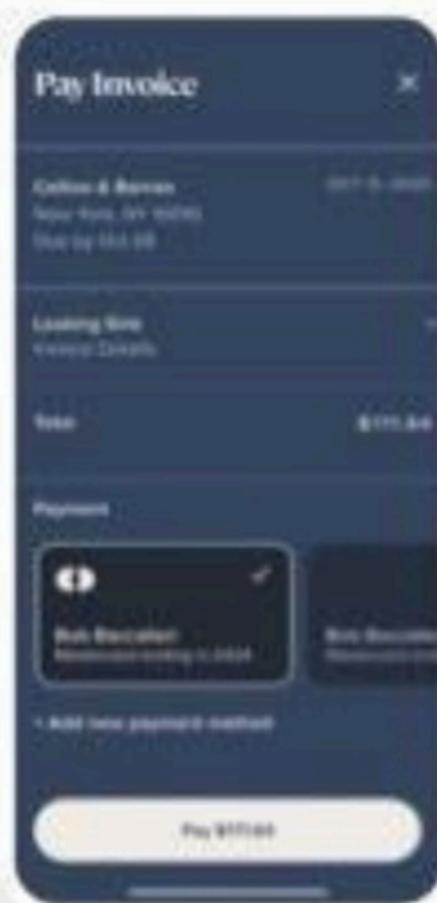
### Identify & Diagnose



### Communicate & Coordinate



### Resolution & Payment



## MARKET OPPORTUNITY

# A New Category of Home Management, Ripe For Disruption



### US Market Sizing For Home Services & Home Management

**\$100BN**

8M Single Family Homes  
(Owner-Occupied) x 1.5% of home value  
(\$750k), spent on annual maintenance  
and some improvement

**\$390BN**

80M(2) Single Family Homes (Owner-Occupied)  
x 1.5%(3) of home value (\$325k), spent on  
annual maintenance and some improvement

**\$500BN**

Home emergency spend  
Home maintenance spend  
Home improvement & renovation spend

## A NEW APPROACH IN HOME SERVICES

We're solving for the entire value chain by creating true value for homeowners



## BUSINESS MODEL TODAY

# Our Membership Unlocks Home Management as a Service (HMaaS)

### Membership (Homeowners)

- Dedicated Home Coordinator
- Managed Projects
- Ad-hoc home visits
- Home Service Experts
- Powered by HH App

### Marketplace (Vendor Network)

- Handyman Services
- HVAC
- Lawn care & Landscaping
- Housekeeping
- Pool Maintenance
- Masonry
- Electrical + MEP
- Mini-GC's (Bathrooms)

## OUR CUSTOMER ACQUISITION & DISTRIBUTION STRATEGY

# Seed markets with consumer marketing and scale with Partnerships



## MARKETPLACE & EXPERT NETWORK

Become The Largest & Smartest Consumer Of Home Services Nationwide





**MASS MARKET DISTRIBUTION**

**Reach Every Home  
In America By 2030**

Build Best-in-class “Self-Service”  
Home Management App

Provide Home  
Management  
As A Service  
(HMaaS) to  
HOA's &  
Communities

White-label  
Partnerships  
with Key  
Distributors -  
Home Builders  
& Insurance  
Providers



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