

Localize

Hombuying Reinvented
Using AI and Data



Localize



Our Vision



Real estate is the only industry yet to be truly disrupted by technology.

It is *broken*.

Localize is reinventing homebuying by creating an AWS-like solution for real estate, replacing key parts of the value chain that are currently done manually with AI driven, cloud-based services that partners can deploy at the click of a button.

Our Team



Asaf Rubin
Founder & CEO



Omer Granot
President & COO



Ilan Fraiman
CTO



\$2B unicorn
Member of founding team
Head of Algorithm Development



\$2B+ unicorn
VP Growth (ex. NYC GM)



Acquired by IBM for \$700M
R&D Core Product Group Leader



Excellence Program.
B.Sc. In Electrical Engineering
B.A. in Mathematics
(Summa Cum Laude)



MBA, Entrepreneurship &
Innovation



B.Sc. in Mathematics at age 20



B.Sc Industrial Eng. and
Management



Submarine Deputy Commander
Naval Officers Academy
(Summa Cum Laude)



The Problem

Buying a home in 2021 is still challenging

It may be the biggest consumer problem yet to be solved by technology



The Problem

Why has no one solved it yet?

Problematic Data

- Thousands of data sources
- Data is currently unstructured, scattered, and noisy
- Querying data and making sense of it is a complex big data challenge
- Information gap and data availability issues

The real estate market is hard to make sense of

- It is an imperfect and fragmented market with geo-specific features
- Each apartment is different (as opposed to retail/travel)
- Long tail of potential issues, upsides and downfalls
- Constant changes create a dynamic and unpredicted future (re-zoning, construction, infrastructure)
- Multi-disciplinary problem: demands a combination of technology and human knowledge
- Making sense of the data and drawing insights is extremely expensive and labor intensive - even for a single address

A simpler, holistic product approach is needed

- Market specific, tailor-made tools are required to understand the real estate environment
- Delivering complex information to consumers is a major challenge



40% of Buyers Experience Regret*

Within two years of purchasing their home, home-buyers swiftly discover their “dream home” actually has some nightmarish qualities they couldn’t tell by just looking at the listing.

“**Loudest block** in NYC! All the sounds of the city seem amplified on this block”

“**Construction** makes it unlivable!
The only street entrance is blocked every day by trucks”

“Our streets are **not safe** enough for our children to ride bikes in the street”

“My **commute is a nightmare!** The subway station closed for renovation soon after I moved in.”

“Low floor by cobblestone roads, which can get **really noisy.**”



Buyer Leads Convert at 3%...Or Less!

Home-buying is difficult for agents, too.



Online portals spit-out buyers as leads, placing them in the hands of unprofessional buyer-agents

— 20-year Veteran Manhattan Broker



Agent fatigue and burnout is a huge problem; I could have doubled my business without those 'time waster leads'

— 17-year Veteran Brooklyn Broker



Leads that come in from Zillow are worthless to me. They rarely become clients, let alone buyers

— 25-year Veteran NYC Broker

Junk leads waste **EVERYONE'S TIME**

Existing listing services offer no substance, presenting only a flat, over-simplification.

The most important information is hidden or unknown and dead-ends for buyers and agents alike create frustration and burnout.

Existing platforms lack the ability and incentive to provide the **FULL** picture.



Nurturing Leads Is Expensive



Agents spend as much as 75% of their time trying to convert leads into clients

Not every lead will turn into a client.

Because the process of qualifying and nurturing leads is manual and time consuming, brokerages resort to investing many agent hours - a wasteful response to the problem.

- Engaging leads early in the homebuying process takes significant time and effort
- Compiling a buyer profile and clarifying must-haves vs. nice-to-haves is necessary yet arduous
- Many early leads may be lost over time

Solving this challenge will fundamentally improve brokerages cost structure.

We Solved It!



800 man-years of the world's leading AI & algorithms experts created a first of its kind AI engine that organized the world's real estate data

Solved the problem of real estate data

- ✓ Process raw data from 100's of sources
- ✓ Generate proprietary data layers and insights for every address

Gained user trust and unparalleled insight

- ✓ In-depth, rich user profiles & personal preferences
- ✓ Localize real estate data mashed with gained user data results in unparalleled home matching and trust

Multiple models for monetization

- ✓ Localize branded B2C
- ✓ Brokerage as a Service
- ✓ Software as a Service
- ✓ Ancillary services (mortgage, insurance, other)

Our Mission



Homebuying Reinvented

For Buyers:

Leverage state-of-the-art technology to turn one of the most complex financial decisions in one's life into an enjoyable, well-informed journey.

For Agents:

An easy-to-use, all-in-one lead cultivation solution that profiles, qualifies, nurtures, and smart-matches leads thanks to high-tech and high-touch engagement.

Introducing...

Hunter
by Localize



In 2020, Localize introduced Hunter.

Hunter is both an AI data goldmine and real estate wiz backed by a savvy humans at Localize. Hunter guides your leads through the beginning of the homebuying process by refining their search, and when they're ready for you, we introduce them to the right agent at the right time.

Define their ideal home

Buyers create their search by telling us exactly what they want. From commute time to natural light to pet amenities.

Send matches & insights

Buyers receive daily text messages with curated listings. We call out preferences and unique insights that make the listing desirable for the buyer.

Feedback & improved matches

Buyers respond just as they would to a friend with what they like or don't like about a listing. We improve their matches based on their feedback.

Match with the right agent

When a buyer is ready to see listings in person, their advisor connects them with the right agent.

Uniquely Intuitive & Robust CRM for Brokerages



Connect buyers to their perfect home, faster

We enrich each listing with details only Localize has, to answer questions every homebuyer has.

Localize has over 100 listing attributes advisors can search by.

It's the only platform that lets buyers decide what's "nice to have" and what's a dealbreaker - increasing the chance of a good listing match.

Attributes include:

- Hours of direct sunlight
- Construction impacts
- Distance to parks
- Nearby school ratings
- Home style (pre-war, high ceilings, open-plan kitchen, etc.)
- And many, many more

Localize can refine the search, set appropriate expectations, and take the weight off of a team of agents that have to do manual research to meet the same demands.

Smart Matching Engine - A 360° Approach

AI-based proprietary listing explorer identifies listings that match the exact specifications of each homebuyer.

The image displays a real estate listing explorer interface. At the top, the 'Explorer' section shows search filters: 'Manhattan 12 - 1', 'Buy', '\$800k - \$1.2m', 'Any beds', 'Home type - 2', 'Amenities - 4', 'Commute', and 'More'. It indicates '7,531 listings' and includes a 'SHOW MAP' button. Below this, three listing cards are shown, each with a photo, price, and key features like 'Commute is 15 min', 'Elevator', and 'Doorman'. Overlaid on the right is a chat window titled 'Users > Zoe M > Activity'. The chat shows a 'Text message (auto)' from the system recommending a listing, a 'Feedback' message from the user, and two messages from 'Kelly' discussing the listing. A 'Filter' menu is also overlaid, showing a list of amenities such as 'Air conditioning', 'Best price drops', 'Bright & sunny', 'Dishwasher', 'Doorman', 'Good schools', and 'Gold taps', with 'Doorman' selected. A map in the background shows a highlighted area in Manhattan.



Optimizing The Homebuyer Journey

Proprietary CRM, developed specifically for real estate, allows for the management of each buyer at their specific stage and provides easy reporting on pipeline of buyers.

The screenshot displays a CRM interface for managing a pipeline of buyers. The main view is a grid of buyer cards organized into stages: Early (100), Engaged (44), Matched (214), Touring (40), and Offer. Each card shows a buyer's name and the time since their last update. A dropdown menu is open for 'Zoe M' in the Matched stage, showing her details: Advisor (Samantha), Agent (James), Step (Matched), Status (In progress), When (25 Jan 2021, 10:32AM), Email (zoe@loam.com), and Phone (212). A 'VIEW PROFILE' button is visible at the bottom of the dropdown.

Stage	Buyer Name	Last Update	Status
Early (100)	Carole	Just now	
	Aasiya	4h ago	
	Izumi	Yesterday	
	Irene	2d ago	
	Conan	1w ago	
Engaged (44)	Benedict	Just now	
	Xesie	4h ago	
	Arnell	Yesterday	
	Alice	2d ago	
	Pat	1w ago	
Matched (214)	Zoe	Just now	Unhandled
	Aasiya	4h ago	Unhandled
	Izumi	Yesterday	In progress
	Irene	2d ago	In progress
	Conan	1w ago	In progress
Touring (40)	Laquila	Just now	
	Aasiya	4h ago	
	Izumi	Yesterday	
	Irene	2d ago	
	Conan	1w ago	
Offer	Unsure	Just now	
	Aasiya	4h ago	
	Izumi	Yesterday	
	Irene	2d ago	
	Conan	1w ago	



About Us

Trusted by teams at:



Brown Harris Stevens

CORCORAN COMPASS

bohemia
REALTY GROUP



Localize is reinventing the homebuying process through data and AI to improve efficiencies for brokerages and the experience for homebuyers.

2012

Founded in Tel Aviv

2018

Expanded to NYC

100+ and hiring!

Team members

We've built technology that can manage and nurture large numbers of homebuyers, relying on very few human advisors while providing unparalleled home-buying experience for the end user.

- Build trust with homebuyers leveraging AI and machine-learning technology
- Best in class recommendation engine to match buyers & listings
- More than 400 sources of data to enrich every listing

>\$70M

Funds raised

25,000+

Buyers engaged with Hunter

250+

Buyers matched with an agent

As covered in:

The New York Times

THE WALL STREET JOURNAL

NEW YORK POST

BRICK UNDERGROUND

NBC

CURBED