



**Democratizing  
access to real estate  
expertise**



## PROBLEM

# Property owners are mismanaging \$12.2 trillion in real estate.



### Overpaying

**65% of owners are overpaying on real estate expenses.**



### Complexity

**84% of owners don't understand the financial products associated with real estate.**



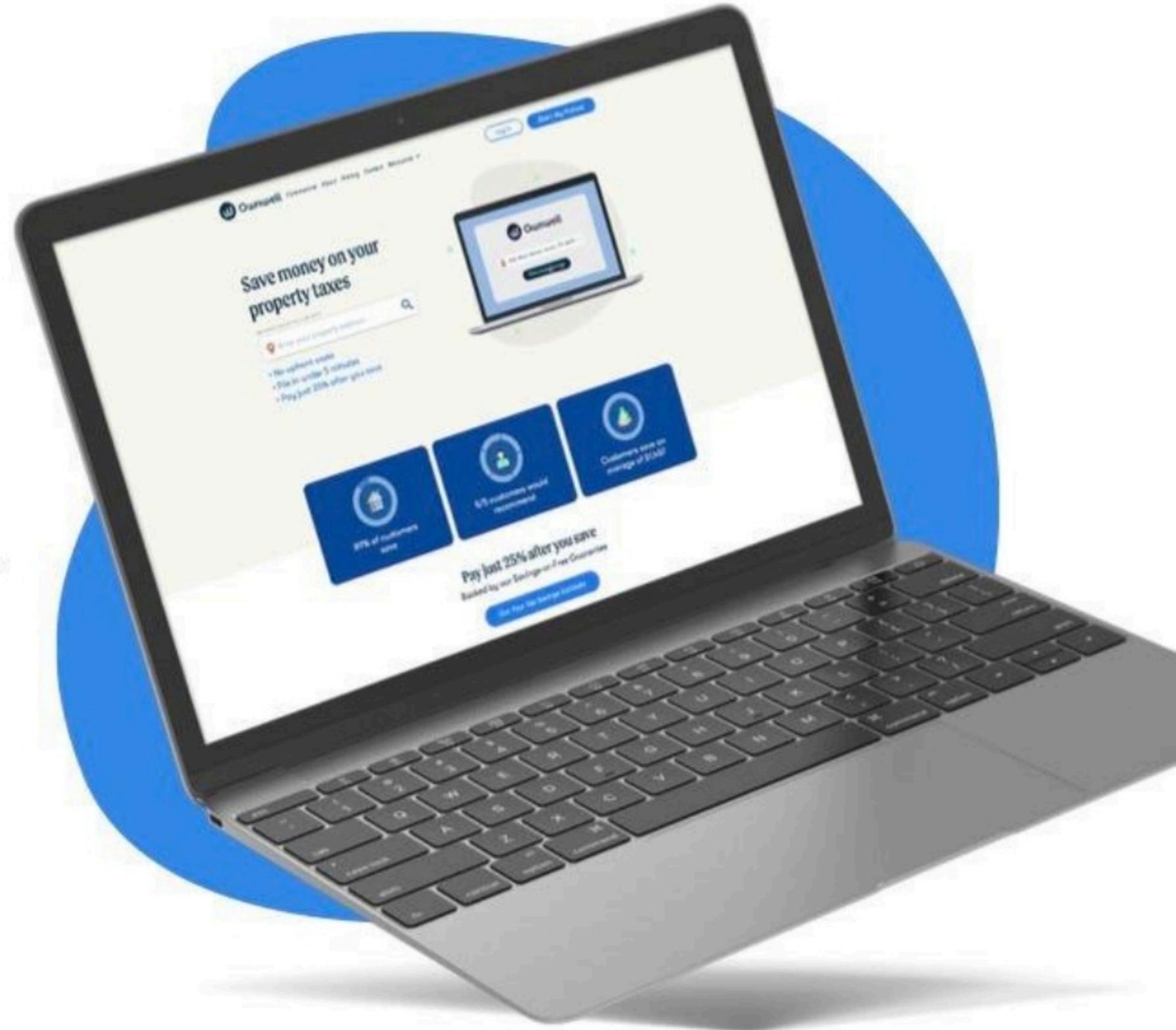
### Access to Expertise

**Real estate expertise or financial advice expensive and inaccessible to most.**

## SOLUTION

# Manage your largest asset like an investor.

- **Fast and easy online solution** for property owners to track their asset and expenses
- **Automate complex processes** to extend access to the customers traditional providers can't afford to service
- **Personalized targeting** using machine learning, to reach property owners who can save, and help them save more



START WITH PROPERTY TAXES

**Property owners overpay on property taxes by \$40 billion each year.**

Ownwell's property tax monitoring service only charges a 25% contingency fee when reducing taxes



Property  
Tax Appeals



Missing  
Exemptions



Property  
Tax Refunds

Average Annual Property Savings: \$1,457

## PROPERTY TAXES IN THE NEWS

### The New York Times

How lower-income  
Americans get cheated  
on property taxes

Many homeowners are paying a total of billions of dollars extra because of inequities in assessing property values.

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Homeowners saw  
their property taxes  
take a big leap last year

Total property taxes levied on single-family homes in 2020 were \$323 billion, up 5.4% from the year before, the biggest average increase in four years.

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### Bloomberg

How unfair property taxes  
keep Black families  
from gaining wealth

Flawed assessments for America's \$500 billion in annual property taxes hit Black neighborhoods hardest.

[READ MORE](#)



**\$7,128,989**

Zestimate

**\$5.77M – 9.41M**

Zestimate Range



**\$6,260,000**  
2021 Tax Assessment

**\$5,800,000**  
Post-Ownwell

**\$5,000 Tax Savings**

8% Bill Reduction

## WHY NOW?



Property owners  
are cash-strapped

Property owners  
are looking for  
more ways to save.



Real estate  
market volatility

Due to changing property  
values, more properties  
are overassessed, causing  
more owners to overpay.



“The New Normal”

The property tax appeal  
process has gone virtual,  
making our service more  
scalable than ever before.



## Google Reviews ★★★★★

★★★★★ Diana B., February 2021

This was a great deal. **We saved approximately \$1600 on our taxes and the fee was worth the money.** Every time I sent an email to ask a question, the company responded within several hours. Will continue to do business with them!

★★★★★ Sudhir S., October 2021

Ownwell reached out to me to offer their service. Though I was initially skeptical, **they did reduce the assessed value of my property,** and sent me the proof as well. I recommend them.

★★★★★ Robert H., January 2021

The Ownwell is the Real Deal! I recently challenged two property tax assessments and for the first time. **After reaching out to a handful of companies, the Ownwell was so clearly the most professional, easiest to communicate with, and best value.** One of our appeals is still pending due to the LA County backlog and the other quickly came back in full agreement with the Ownwell's valuation proposal, saving us thousands of dollars this year and ongoing! **The company's process is both streamlined and with highly personal service.** I can't recommend working with this team enough.

★★★★★ Mark B., April 2021

**Easy to work with, everything was explained clearly** and they responded promptly when questions came up. Definitely well worth working with!

★★★★★ Mehmet A., February 2021

I was very frustrated about my county increasing the property value assessment but never thought the process to appeal would be that easy. One day I saw a mail from the Ownwell and had some questions. Sent them an email and got a response within 30 min and submit my appeal from their website. It took roughly 5 min and once I submitted the appeal I totally forgot about it. This morning(after ~ 2months) I got an email that **my property value assessment was adjusted more than 10% which reflects tax savings to close \$1000 for this year. Great service and very easy to use and also you only have to pay them once you win the appeal.** Highly recommend them.

★★★★★ Geneva B., November 2020

Great business. I'd been suspicious for years that my property taxes were higher than they should be—but appealing seemed too contentious and time consuming. **The city's valuation of my home went down by tens of thousands of dollars.** I'm so grateful!

# Experienced Team



**Colton Pace**  
Co-founder, CEO



**Joseph Noor**  
Co-founder, CTO



**Frank DiZenzo, CPA**  
Co-founder, CRO

COMPASS



LANDRY'S

*Selina*



Uber



## INVESTORS



Long Journey Ventures

## ADVISORS

62yrs

Consumer  
Tech

34yrs

Tax  
Assessment

25yrs

Real Estate  
Law

40yrs

Real Estate  
Investing

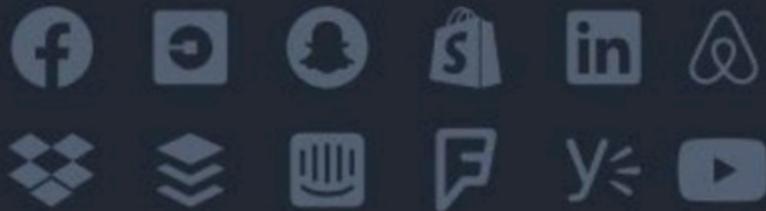


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# Thank you

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