

Realfriend

Your AI assistant for all things real estate



Luke - NYC



Dooron - Tel Aviv

Who we are ?

Founders working together for **15 Years**,
serving in **special forces (IDF)**,
Launched multiple businesses together



Vision

**Everyone, no matter who you are,
deserves access to advice and
mentorship when making life's biggest
financial decisions**

Real Estate

Loans

Jobs

Cars

And more..

A relationship with a friend, not a website

Trusting an AI is one thing, **INTRODUCING HIM TO YOUR MOM IS RESPECT**

The screenshot shows a group text conversation with three messages:

- Message 1:** Sent by a user (pink name) via group text (48% read). The text says: "Mom this is a bot that looks for good apt deals. He sends me updates every few days".
- Message 2:** Sent by a user (pink name) via group text. The text says: "🤓".
- Message 3:** Sent by a user (pink name) via group text (88% read). The text says: "In short - I'm searching for you by this description - 2 beds, In Crown Heights, Park Slope, \$2,400 to \$3,400, Pictures required, OK ?".
- Message 4:** Sent by a user (pink name) via group text (98% read). The text says: "Hi Luke! great to e-meet you!".
- Message 5:** Sent by a user (pink name) via group text (98% read). The text says: "Hi Luke, please search for apartments with elevators".

On the right side of the messages, there are two profile icons of a man with brown hair and a beard, representing the friend's mother.

Meet Luke

Your Hybrid AI RealEstate assistant

Available for you 24/7 in chat and answers like a friend



16:44

👋 I am looking for a 1 bedroom apartment with plenty of light, ground floor, and a garden :)

Excellent! I'm on it. 🚀

19:32

I found a great property, let me know what you think.



A sunset terrace ground floor apartment 1 Bed, 1 Bath, with full height windows located on Queens Street for \$1200

[MORE DETAILS ...](#)

Can you tell me more about it? Tx

Send a Message...

16:44

Can you tell me more about it? Tx

Well, it's 11.5% lower than the average 1 bed apt in the area. Its available immediately and has good storage. Want to see it?

17:02

I'm interested 👉

Great ! happy to hear you love this one, Can I schedule a showing tomorrow at 5PM?

You know me so well 😊 5pm works perfectly

See you then! A reminder with shower details and final confirmation will be sent to you 30 min in advance

Send a Message...

18:26

Hey, so how was the apt you just saw? Thoughts?

Not for me...

living space doesn't get enough light and the water pressure is a bit low.

Got it! I'm sorry that wasn't very good. I'll take note. Btw, if you are still in the area? I have a great apt 4 min walk from your current location. It faces south with more light and a spacious living room. I can arrange a viewing now while you are near?



Send a Message...

Why now?

1

Chat is the most popular medium for millennials

2

60BN messages exchanged a day

3

People **trust** technology

4

Millennials are 40% of the **home buyers** in the US

Tel Aviv

- Launched in 2018 and grew by word-of-mouth only.
- Quickly became the market leader in rentals market.
- In the last year we spoke with **53.8K friends**
(In a city where **50K apartments** are being rented a year).



Dooron

53.8K

Engaged Friends in 2019

New York

- Launched beta in March 2019, currently speaking with 2500 users a month.
- More than **60%** of our users would be “**very disappointed**” if they could no longer use the service and our **NPS is over 40**.
- 25% month over month growth in engagement



2500

Monthly Active Users

But they don't just chat with Luke, They love him!



10:17 3/12/19

Wow! Thank you so much, Luke!!!
These are great!



05:48 25/11/19

Hi, Luke! Thank you for all your help in trying to find me my future home! My friends roommate moved out so I'm moving in with her.



05:48 25/11/19

Thank you. With your help I know I'll find a great spot. You're can't believe how helpful you have been thus far.

HR

01:00 4/12/19

LOL call me, beep me, if you wanna reach me.
Thanks Luke



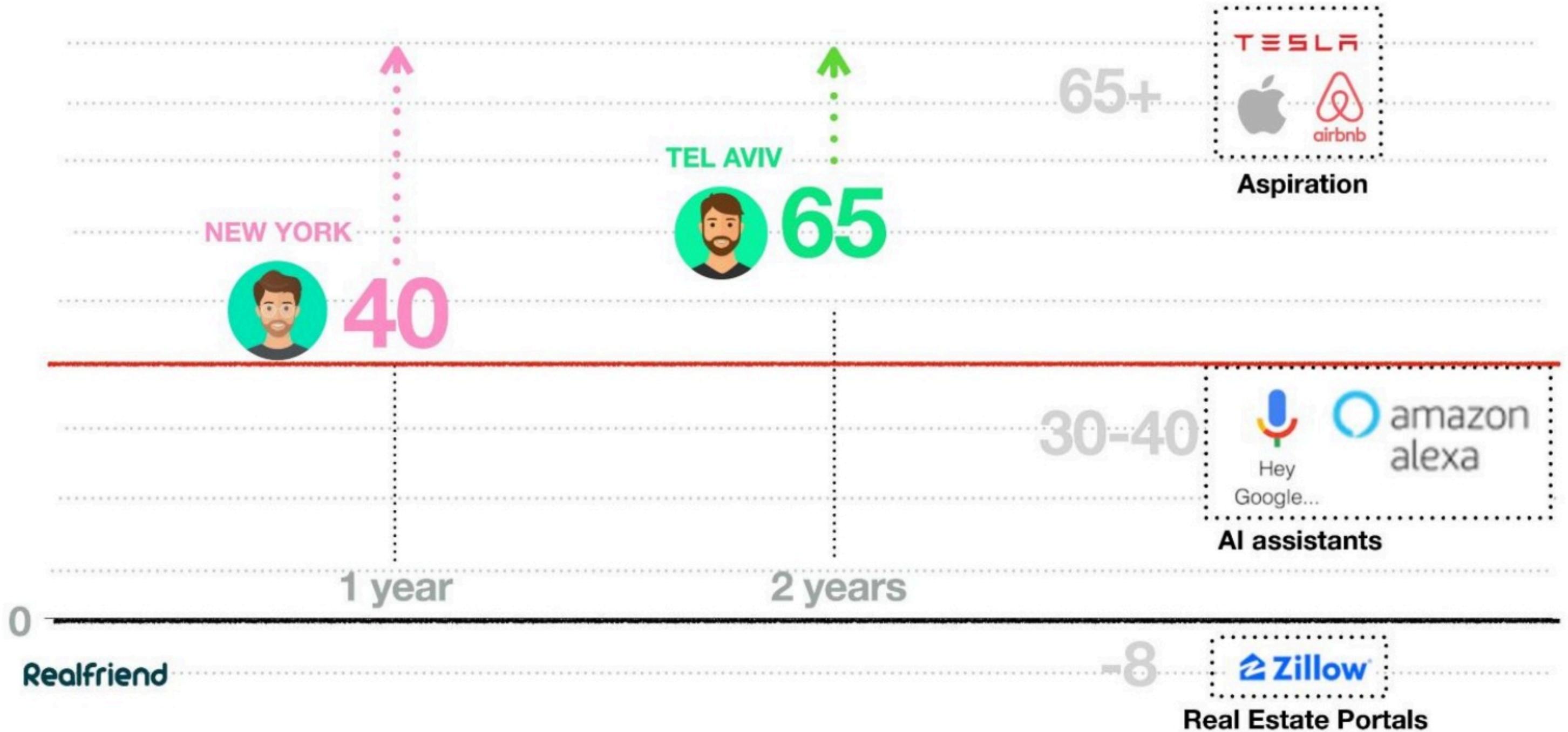
01:00 4/12/19

You're like my only best friend.



NPS SCORE ❤️

Building a world class trusted brand



Business Model

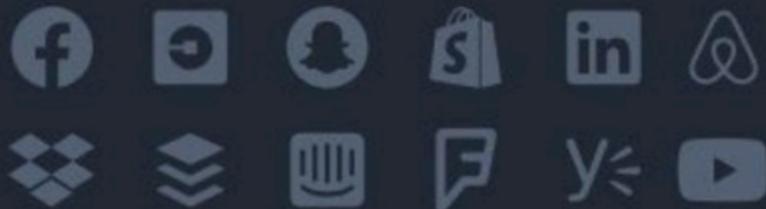
We get 25% referral fee from agents working with us



Problem & Opportunity

In 2020 finding a home to rent or buy is still a headache and a frustrating task.

What if you could just have someone do it for you, and do it for free.



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