PROPERATI

Real Estate Market Place in Latin America

@GabrielGruber

Co-Founder & CEO

@NXTPLabs Demo Day – Mountain View – September 2013

www.properati.com / gabriel@properati.com

"Taking a model that was optimized for the analog world and porting it to the internet is almost always suboptimal"
FRED WILSON
CO-FOUNDER, UNION SQUARE VENTURES

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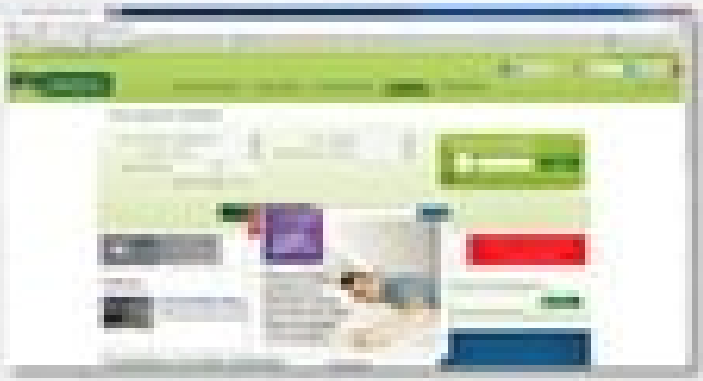
1) Traditional real estate sites UX:

Offline => Online



> Not the best user experience

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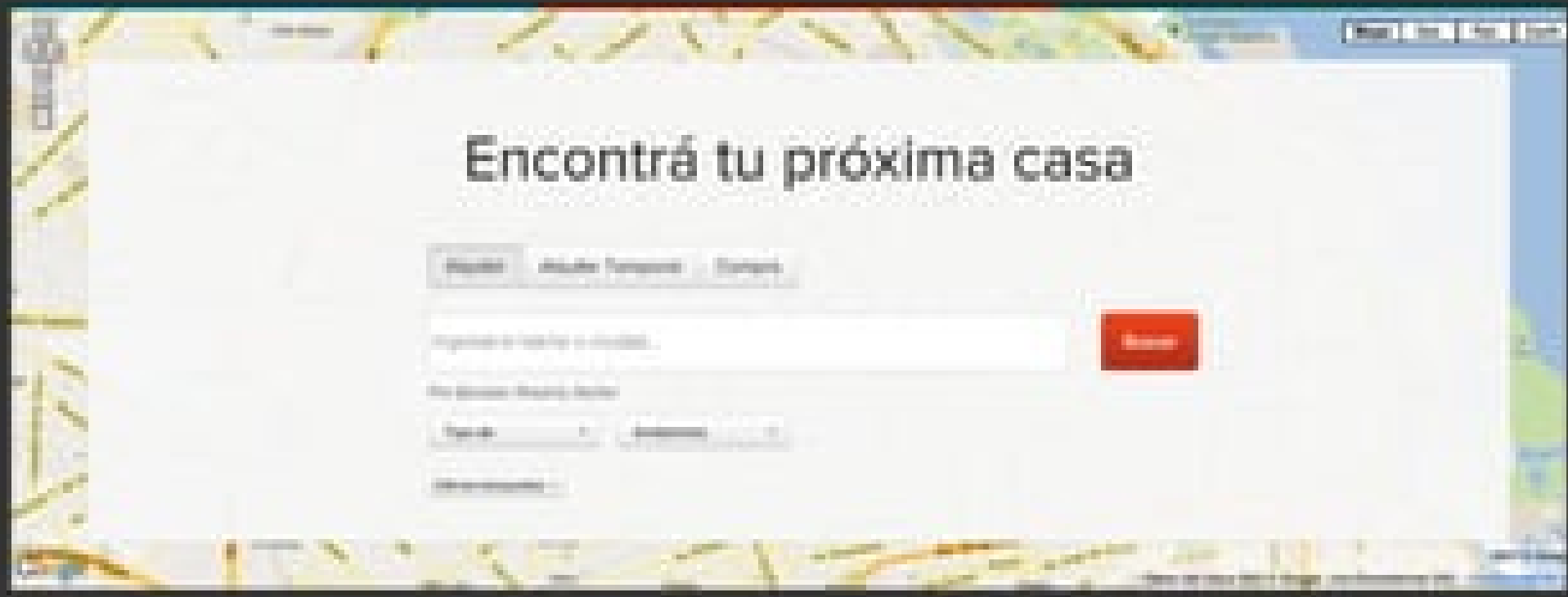

Simple & Clean
only content + relevant data

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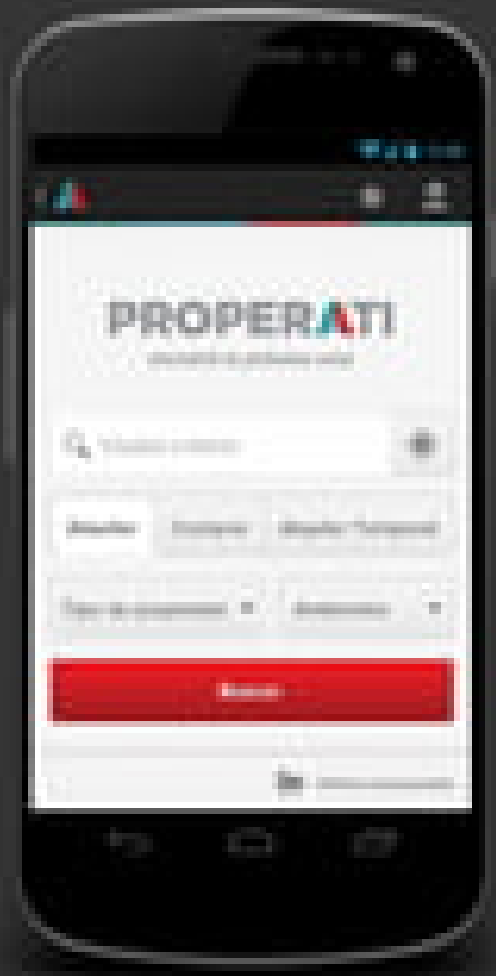

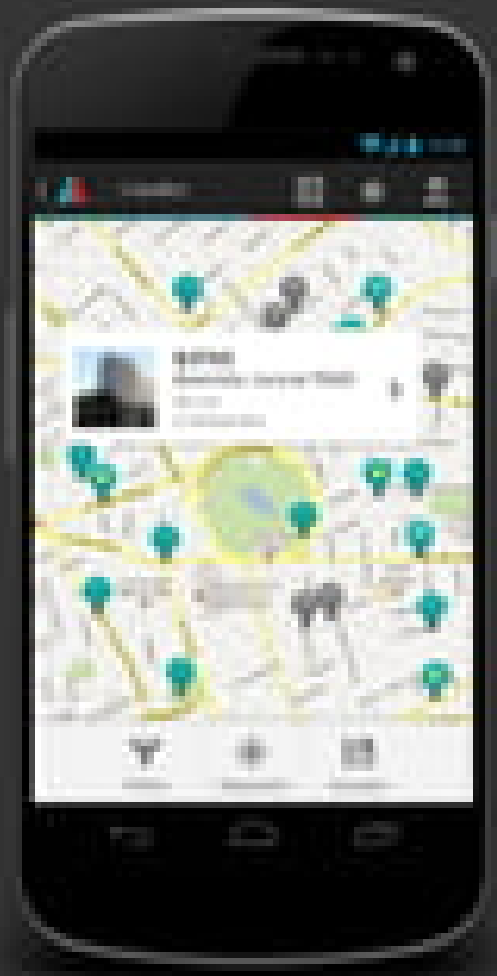

Mobile Version

PROPERATI

2) Business Model

Traditional real estate sites: CPM ☹

Choose your plan:

Super Gold-Platinum ☆ ☆ ☆ ☆ ☆ ☆

Gold-Platinum ☆ ☆ ☆ ☆ ☆

Platinum ☆ ☆ ☆ ☆

Gold ☆ ☆ ☆

Silver ☆ ☆

Bronze ☆

Normal :|

> Not the best ROI for the realtor

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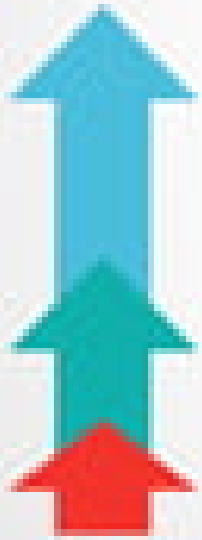
> Properati.com = CPA ☺

Performance based business model:



CPA / Leads

Users find relevant content

Realtor pays for potential customers

Aligned incentives!

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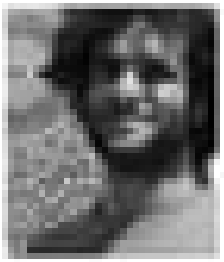
Team

sumavisos

30 countries, 8 langs, 12MM visits /month

Gabriel Gruber

CEO - tech, economist



Martin Sarsale

CTO - tech, hacker

+

Lorenzo Raggio

COO - tech, real estate, economist

NxtO.Labs

Group Argent

gravlax

archipielago investment group

PROPERATI

Within one year Properati launched in Argentina and Brazil; Properati plans to launch in Mexico, Colombia, and Chile within the next year

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12 months & 2 countries
200k properties listed
800 new developments listed
Over 130k monthly visitors
10k leads generated on average / month
4k providing content brokers

RE/MAX PRE VISITE Balgún base software Prompt KORN

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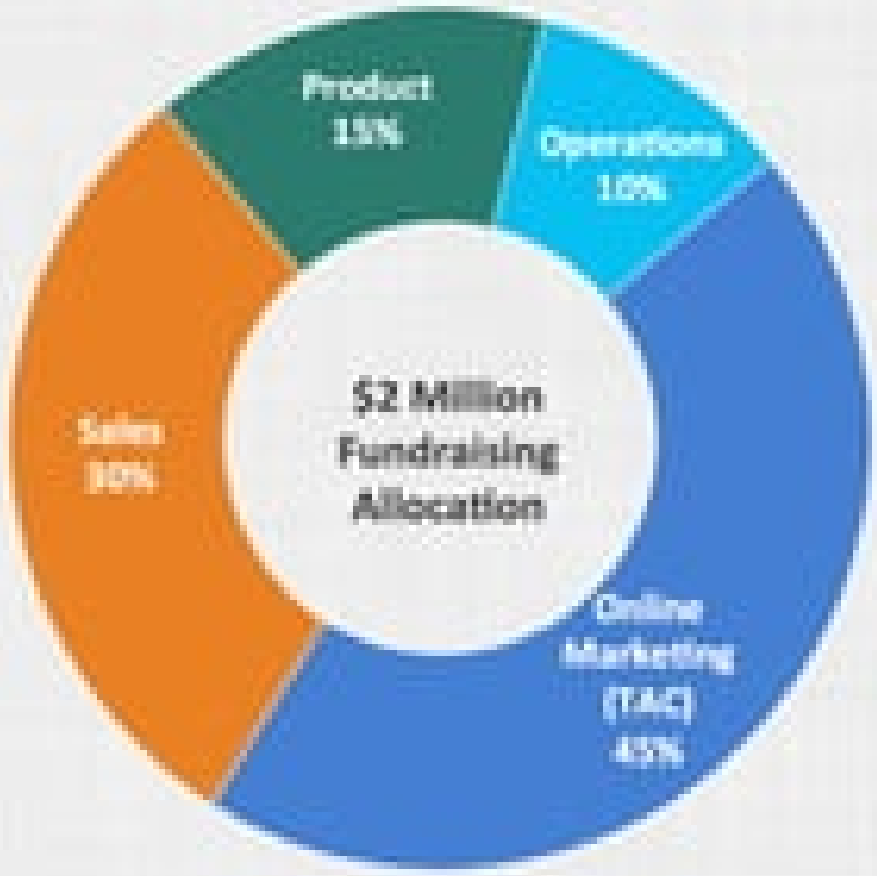
Properati is raising a $2 million Series A round at an $8 million pre-money valuation

Properati's founders and angel investors have invested $180k and $200k, respectively, for a current ownership structure as follows:

As of March 2013	% Ownership
Founders	68%
Stock Options	12%
Seed	20%
Total	100.0%

Properati's management team will deploy the Series A funds as follows:



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Startup Quote!
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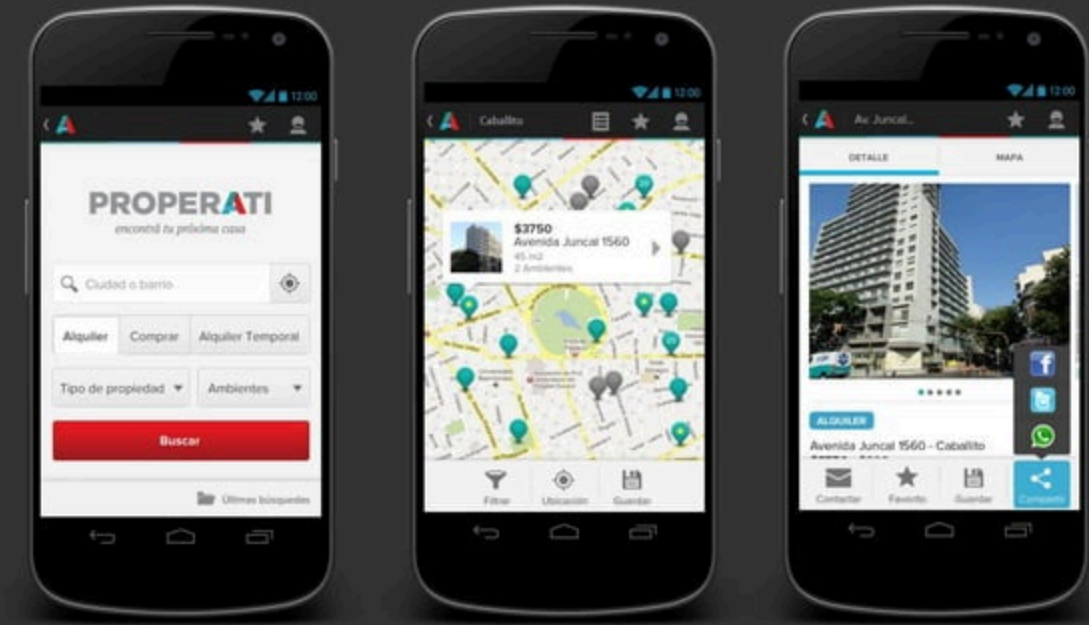

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>Nxtp.Labs GROW MORE FASTER

GroupArgent

EASTPOINT ventures

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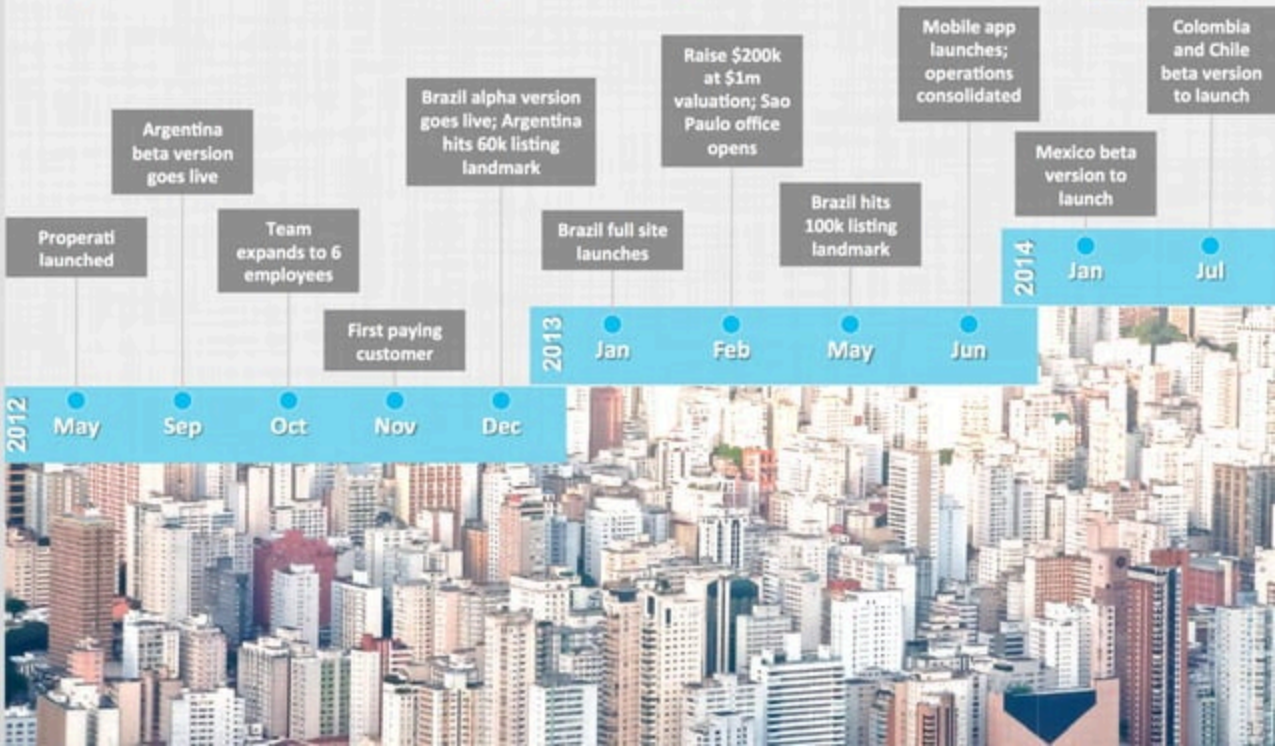

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XINTEL para windows · RE/MAX · PREVISITE · TIZADO · Baigún · base software · Prompt · KORN

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