



THE
**MISSING
LINK**
IN REAL ESTATE

The title 'THE MISSING LINK IN REAL ESTATE' is centered on a dark blue background. 'THE' is in white, sans-serif font. 'MISSING LINK' is in a large, bold, orange, sans-serif font. 'IN REAL ESTATE' is in white, sans-serif font. To the left of 'MISSING LINK' is a small white icon showing a sequence of three figures: a crawling baby, a walking toddler, and a standing adult. To the right of 'MISSING LINK' is another small white icon showing a sequence of three figures: a standing adult, a figure holding a spear, and a figure holding a bow.

**BUYERS CAN
SEARCH FOR
SELLERS.**



**WHY CAN'T
SELLERS
SEARCH FOR
BUYERS?**



TARGET MARKETS

REAL ESTATE SELLERS

KEY BENEFIT

Know exactly how many buyers are looking for a house like theirs and connect with agents with buyers.

REAL ESTATE BUYERS

KEY BENEFIT

Access to listings and potential listings before they hit the market.

AGENTS W/ LISTINGS

KEY BENEFIT

Search for agents with buyers for their listings and upcoming listings.

AGENTS W/ BUYERS

KEY BENEFITS

Market your buyer to other agents to get access to upcoming listings.
Market your buyer to the public to get listing leads.

ACTIVE BUYER PROCESS

WHEN AN AGENT REGISTERS AN ACTIVE BUYER IN BUYER SPYER DATABASE:



ACTIVE LISTING PROCESS

WHEN AN AGENT REGISTERS AN ACTIVE LISTING IN BUYER SPYER DATABASE:



WE MAKE DEALS **FAST**

Within 24 hours of launching Buyer Spyer, an agent with a motivated seller searched the database, saw an agent that had a registered buyer who matched the criteria of their seller's home. The agent called the buyer's agent, pitched the house as a potential match, and 7 days later the agents closed the sale.

**THE
SELLER
WAS
HAPPY.**

**THE
BUYER
WAS
HAPPY.**

THE AGENTS CASHED CHECKS.

GENERATE LEADS

LISTING LEADS FOR AGENTS

Public sellers register to search database, info sold as lead to agents.

BUYER LEADS FOR AGENTS

Must be working with an agent to use Buyer Spyer.

LENDER LEADS

Buyer Leads are also sold to lenders as financing leads.

■ **AGENT PREMIUM SERVICE**



Data Analytics



Enhanced Buyer Promotion Services



Enhanced Buyer Spyer Site Visibility

■ **BIG DATA**

■ **ADVERTISING**

GROWTH PLAN

CURRENT
150 Beta Users
in Baton Rouge



DEC 2017
3 Cities
Launched



JUN 2018
All Louisiana
Launched



JUN 2018
Houston
Launch



DEC 2018
1000 Houston
Agents



MARKETING IS KING



THE TEAM



ADAM PITTS
Founder/CEO

Buyer Spyer is the dream and creation of Adam Pitts, who spent several years running a successful real estate team before founding Buyer Spyer. With his background as an agent, he is passionate about the need and benefit of this service.



CHASE WEATHERLY
Co-Founder/CTO

Chase is the brains behind the website and technology powering Buyer Spyer. He built a successful web design company before coming on board with Buyer Spyer as a co-founder.



REVENUE MODEL

REVENUE WILL BE DEPENDENT ON THE ACCUMULATION OF DATA

- First revenues late 2017 from Baton Rouge, New Orleans, and Houma
- Exponential growth as we scale into new markets

THE ZILLOW REVENUE MODEL

- Agent Premium Services and Leads
- Zillow Reports \$158,000,000 in Q3 2016

\$500,000 **IN INVESTMENT** **FUNDING FOR** **10% EQUITY**

This funding will enable us to hire additional staff, expand into additional markets, cover regular costs of running a business, and develop our services and revenue streams further. We plan to be self sufficient and profitable by the end of 2018.

MARKET COMPETITORS

“There are a lot of good reasons to abandon a project, having a little competition is not one of them.”

– SETH GODIN –



SUNBITE

California based company
exclusively for agent-to-agent
connection.

No lead revenue model, only
monthly subscription.

Currently only in West
Coast markets.

BUYSIDE

Exclusively for individual
brokerages.

No public portal or broker to
broker collaboration.

Great product for internal
broker functions.

**“START UNKNOWN,
FINISH UNFORGETTABLE.”**

CONTACT ME

Adam Pitts

225.772.2531

adam@buyerspyer.com



