



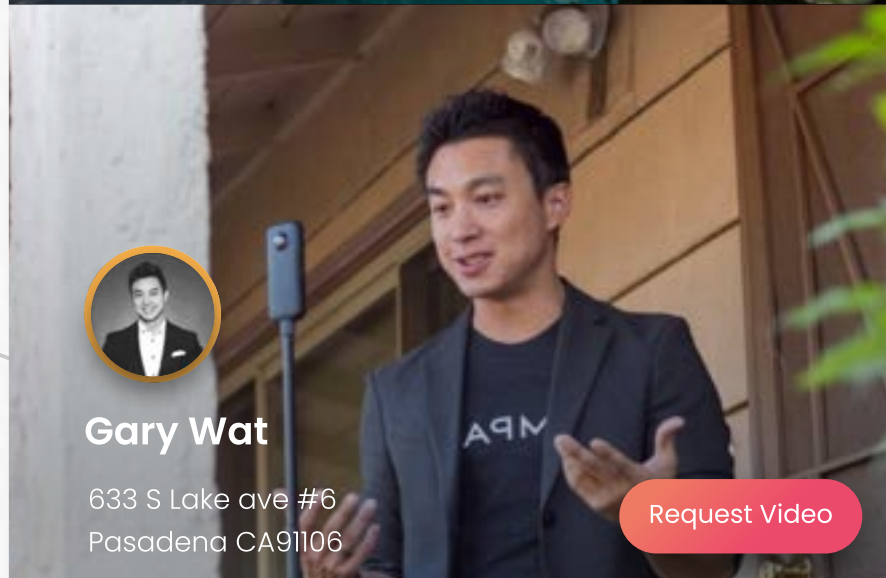
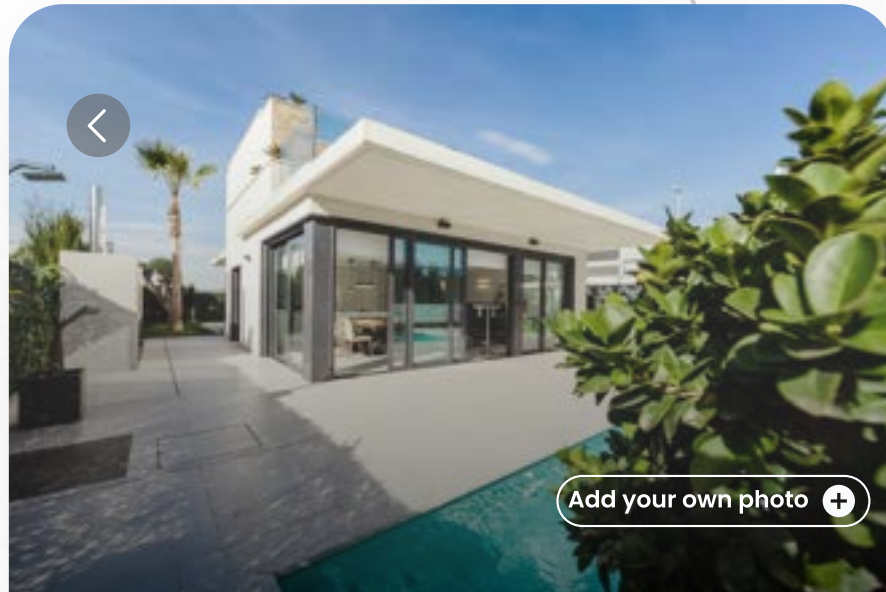
hommtown

The Ultimate Social Media Platform for Real Estate

hommtown app is where agents shine, bringing real estate listings to life through captivating video. It seamlessly integrates MLS data with a dynamic video platform, enabling agents to showcase homes, their communities, and insights, all while providing a comprehensive set of tools designed to empower real estate professionals.



**hommtown is like... Zillow
and Instagram combined.**



\$1,798,000

633 S Lake Ave #6, Pasadena, CA 91106

3 bed 2 bath 3185 ft² 12,000 lot size

Message

Call

Request Tour



**Agent centric video content about homes,
communities, and agent insights...integrated
with property information.**

The Ultimate Social Media Platform for Real Estate



Where: Pasadena, CA

What: iOS, Android, Web Platform

Why: Empower Agent, Agent Tools to Increase Efficiency

When: January 2020- Present

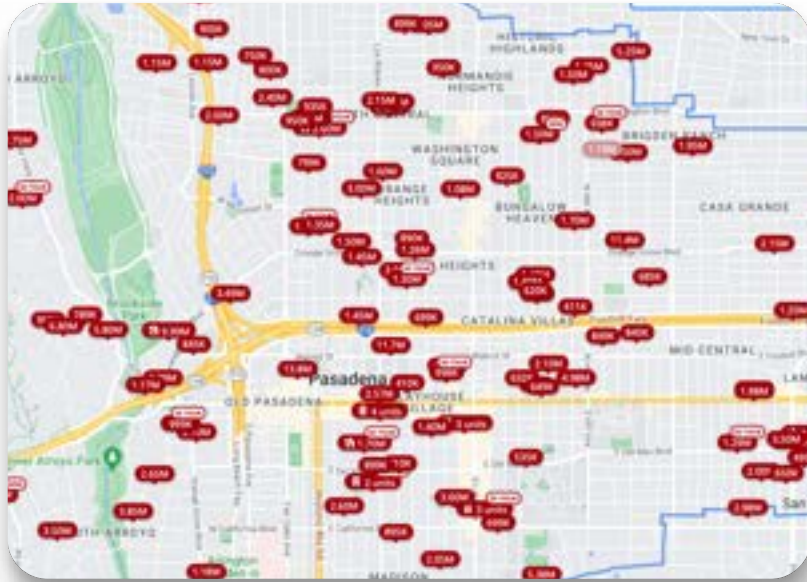
Why We Started hommtown?

Agents are sharing real estate content on their social media platforms, but buyers don't use social media or websites to browse homes. We saw an opportunity to bridge this gap, allowing agents to showcase their expertise, share compelling stories, and highlight the true value of properties.





Problem we saw



3. Shining a Spotlight on Agent Branding

Agents, who actively share valuable insights and experiences on TikTok, Instagram, YouTube, and other social media channels, find their messages drowned amidst the myriad of content, from entertainment to trends. Our platform addresses this issue by bringing agent branding to the forefront, allowing home seekers to discover true agent insights that often get buried in the social media shuffle.

Our Solution

Empowers Agents To Be The Face Of Their Communities

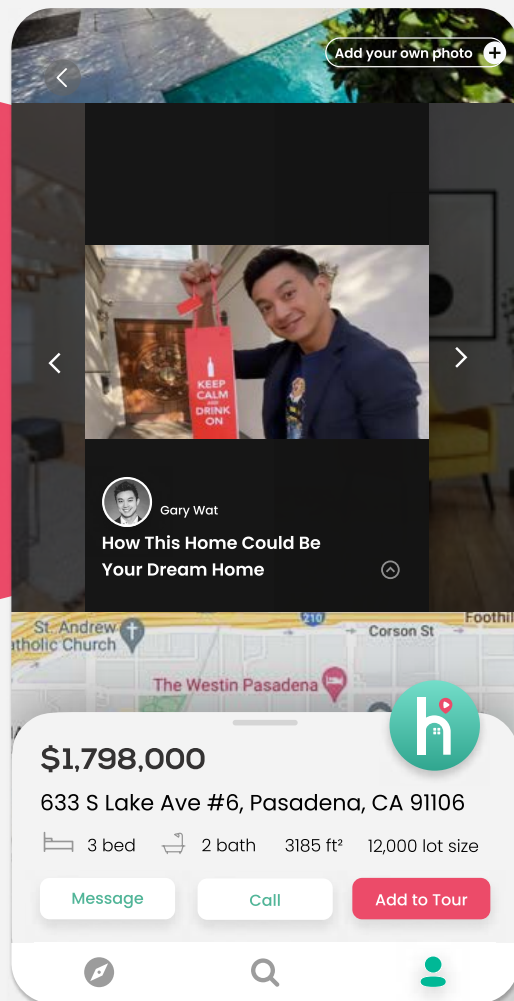
Our mission is to provide agents with the tools and resources to showcase communities, streamline transactions, and ultimately elevate your business.

Community Focused Platform



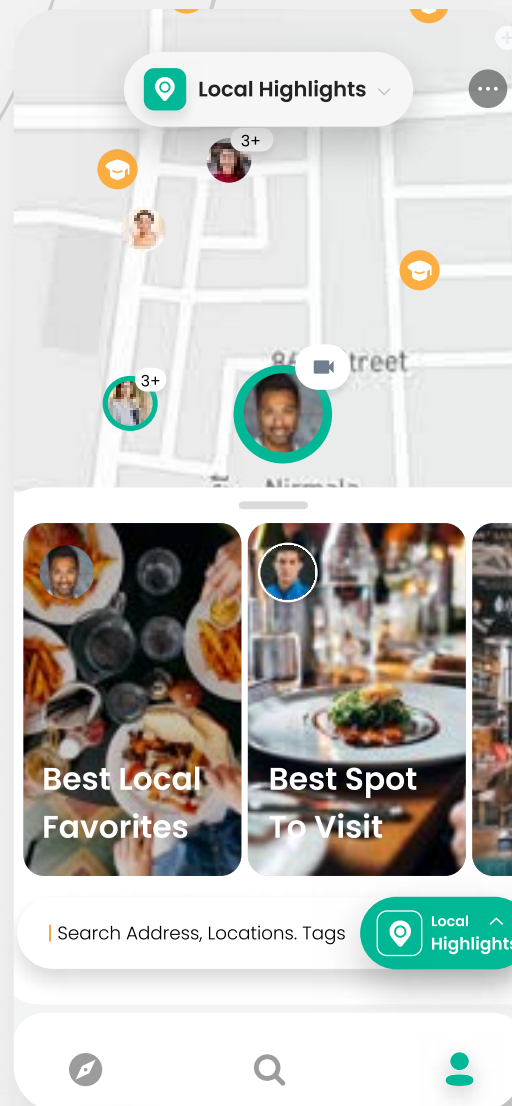
Key Features

Agent Video Front and Center



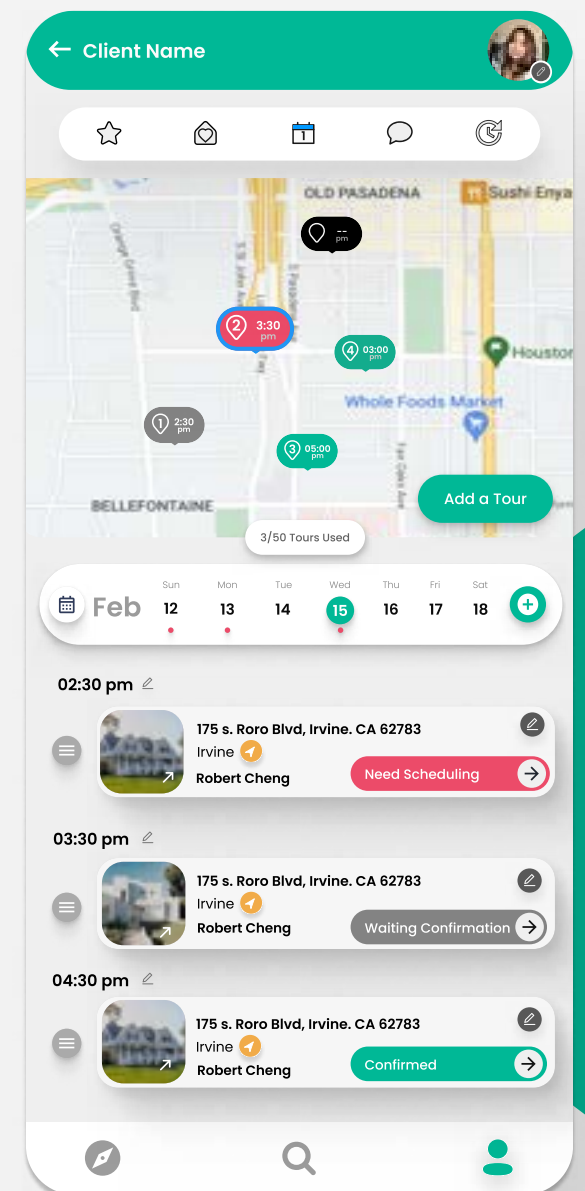
Highlight your agent-generated content and prominently showcase it on MLS property listings.

Post Local Neighborhood Video Content



Buying a home isn't just about the house itself, it's also about the vibe of the neighborhood! Agents, why not spotlight cool local shops and perks of the area?

FAST Home Tour Scheduling



This will blow your mind! Schedule home tours in minutes. Not hours!

Agents, you're going to

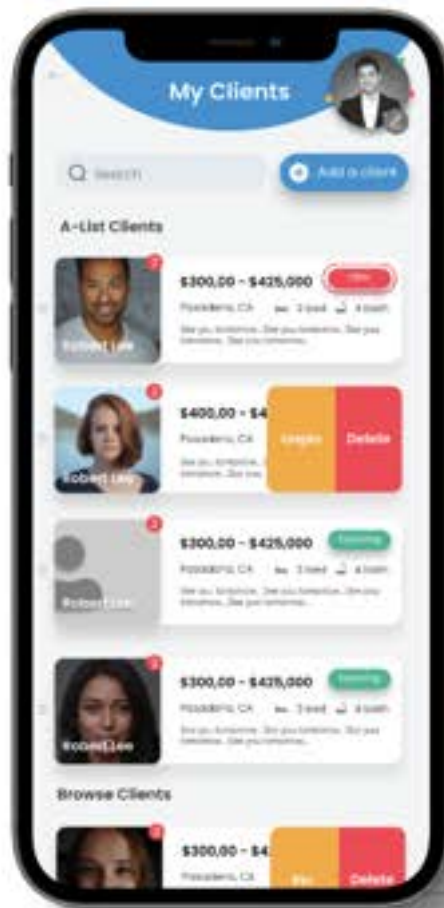
Love

These agent tools.

Magic

Agent Tools

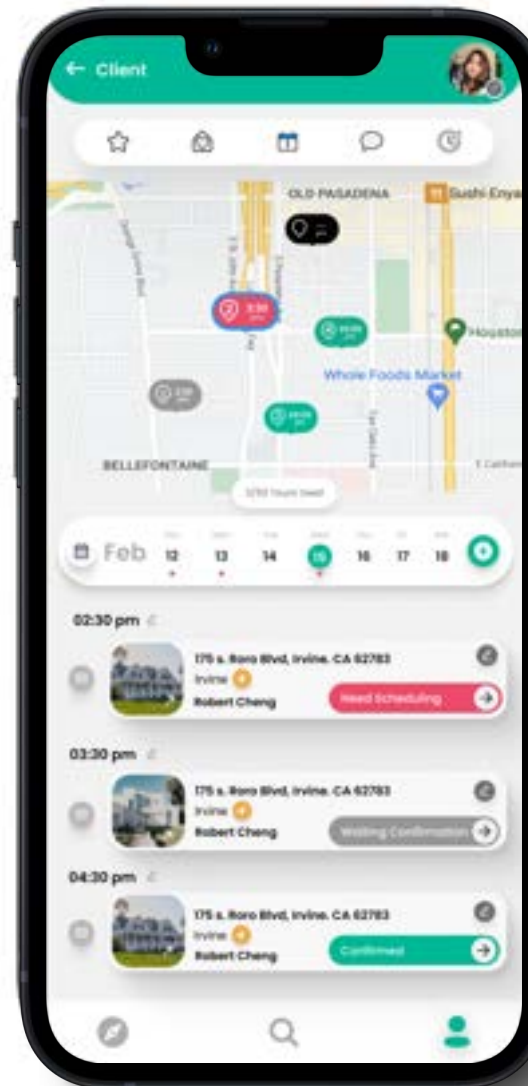
Client CRM



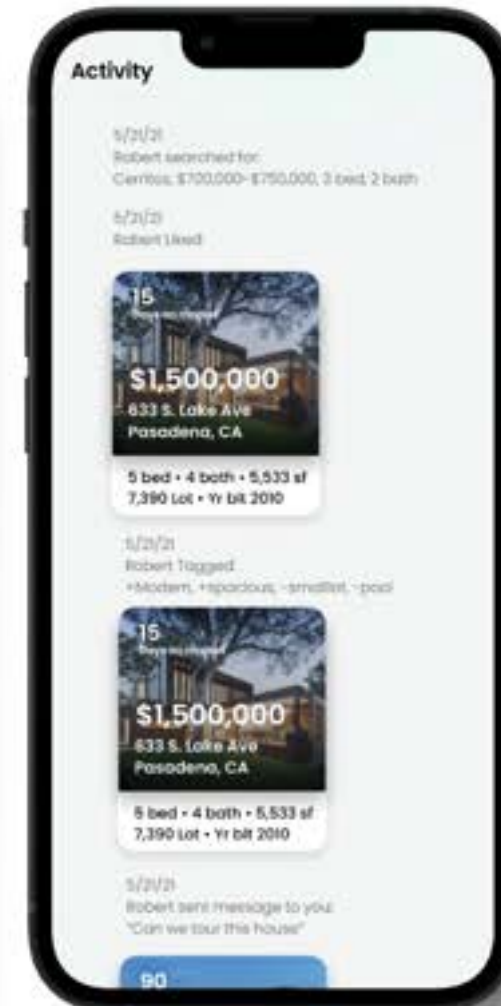
Add Your Own Client



Home Scheduling



Client Activity



Agent Branding



Ai Powered.

Coming soon.



Efficient and Powerful

Schedule Homes in Minutes

Access showing info seamlessly, with mapping and calendar features, simplifying the showing process with a push of a button.

Service Your Clients Better:

Understand precisely what your clients are searching for and where they are focusing their attention, with the help of Aibots, you can eliminate the guesswork. These bots provide recommendations to you as the agent, allow you to efficiently vet and introduce potential homes that your buyer may not even have considered

Home Tour Feature

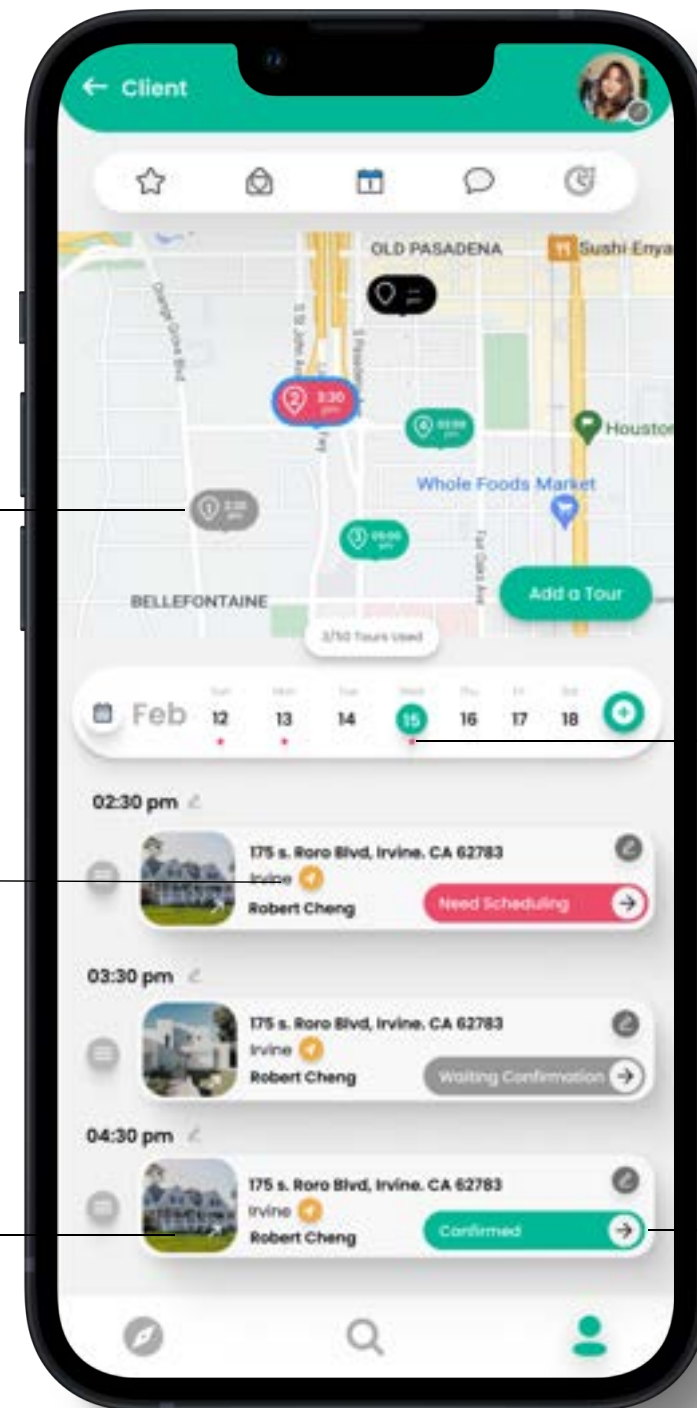
Map out your Tour Itinerary

Click for Direction

Get Property Info

View Scheduled Homes

Confirm / Edit Showings



Branding Guide

A comprehensive document defining a company's brand identity rules and elements. It ensures consistency in how a brand is presented, covering elements like logos, colors, typography, imagery, tone of voice, and more.

hommtown
Green

Primary
#00B896

Charcoal
Black

#2B3039

Golden
Yellow

Tertiary
#FFAE29

Cloud
Gray

#F2F2F2

Crimson
Red

Secondary
#FF3969

Color Guide

We chose the style guide to give it a welcoming, friendly, and lively vibe, while keeping it minimalistic for a comfortable user experience. Plus, we've used a lot of white to make things easy on the eyes for our major users.

Poppins

Text Style	Font Size	Weight
hommtown	36 px	Semi Bold
hommtown	32 px	Semi Bold
hommtown	24px	Semi Bold
hommtwon	18 px	Regular
hommtwon	18 px	Regular

ABCDEFGH
abcdefgh

ABCDEFGH
abcdefgh

Poppins

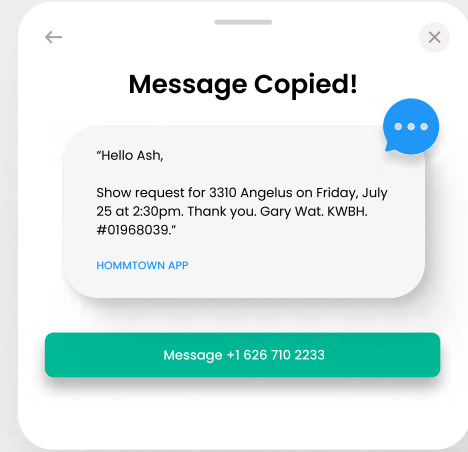
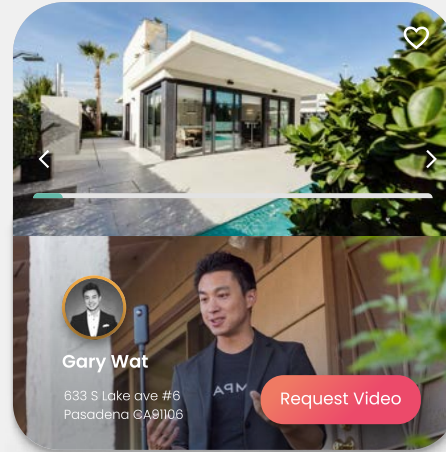
Inter

1234567890
1234567890

Semi Bold
Medium
Regular

Component System

A UI component system is a structured way to build a consistent design language. It breaks the UI into reusable modules for creating various interface elements.



\$300,00 - \$425,000 Offer

Pasadena, CA 3 bed 4 bath

Pool

Garden

Condos



Local Highlights
Help Exploring
Neighborhood!

-Gary Wat

3 bed

4 bath



Upgrade to
Premium

Gary Wat

Verified Agent

Keller Williams Beverly Hills
BRE# 12345678
Pasadena, CA, USA

Share

Clients

Upload

Tours

Home Tours

Local Highlights

Agent Insights

Collect

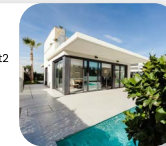


\$5,835,000

3 | 5 5,870 ft²

89 days on HTA

98 W Wistaria Ave
Arcadia, CA 91007



\$1,798,000

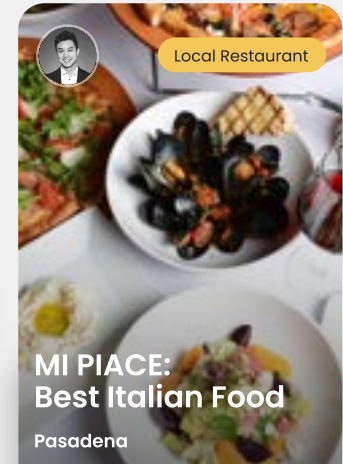
633 S Lake Ave #6, Pasadena, CA 91106

3 bed 2 bath 3185 ft² 12,000 lot size

Message

Call

Request Tour



25 E Colorado Blvd,
Pasadena, CA 91105

Gary Wat

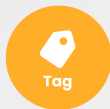
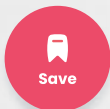
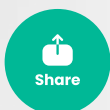
Branding Elements

Branding elements in UI and app design are visual and conceptual elements that help convey a brand's identity and create a consistent and recognizable user experience.

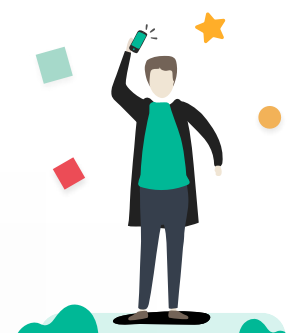
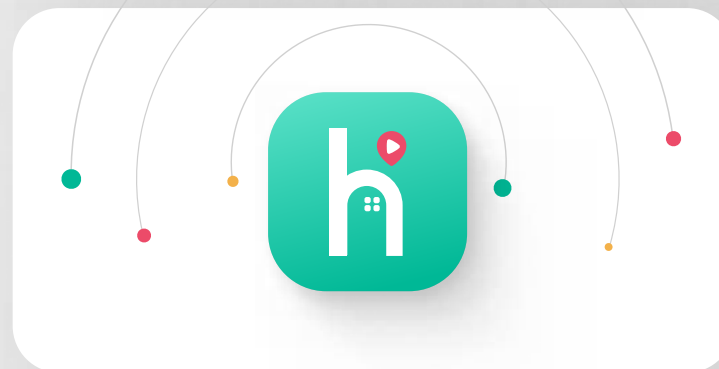
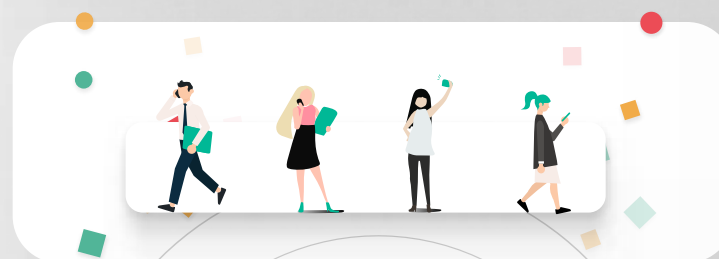
hometown



hometown



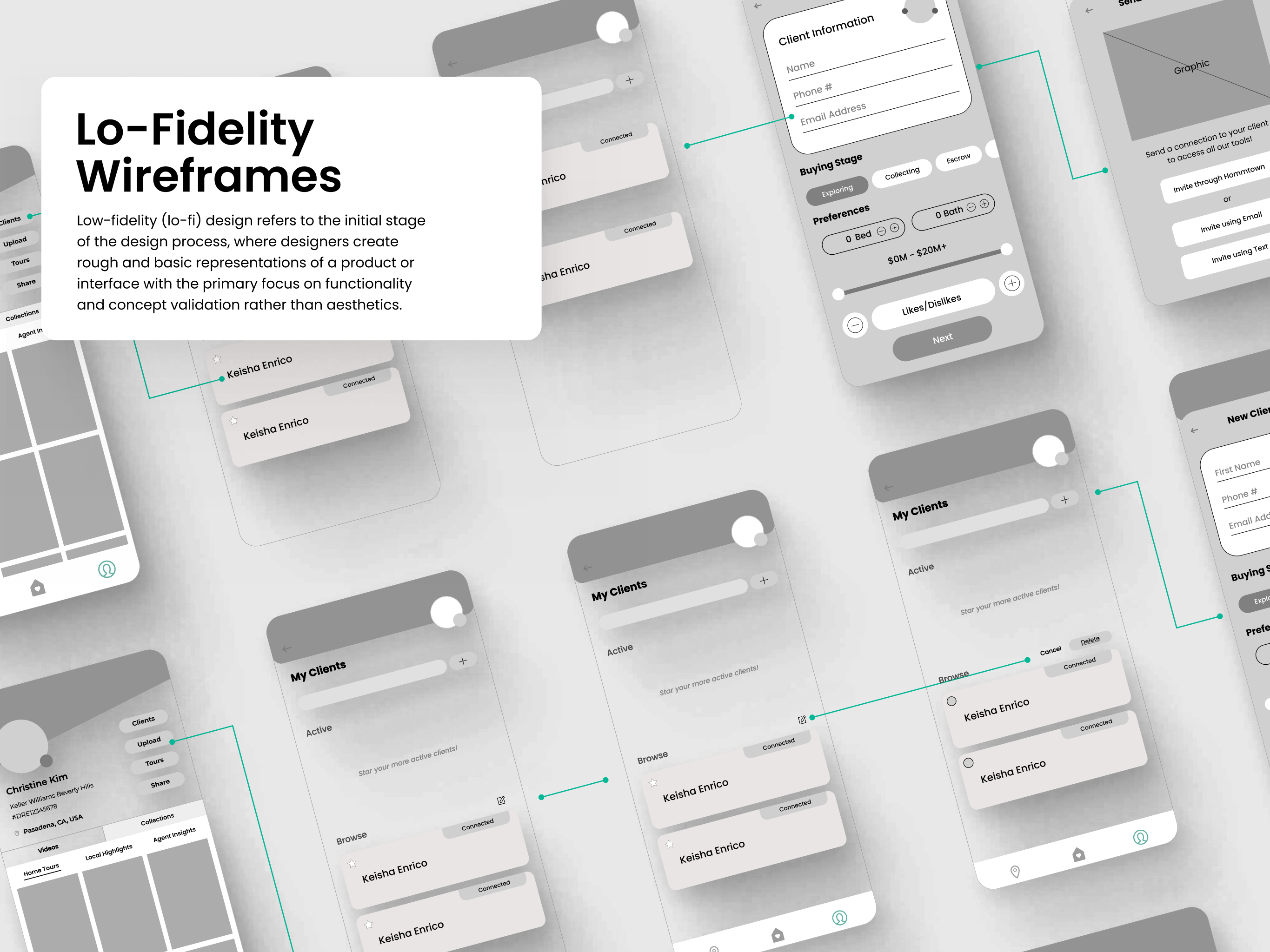
hometown



- ✓ Connect With Your Client
- ✓ Client Tracking Activity
- ✓ Home Scheduling Feature
- ✓ Upload Your Content

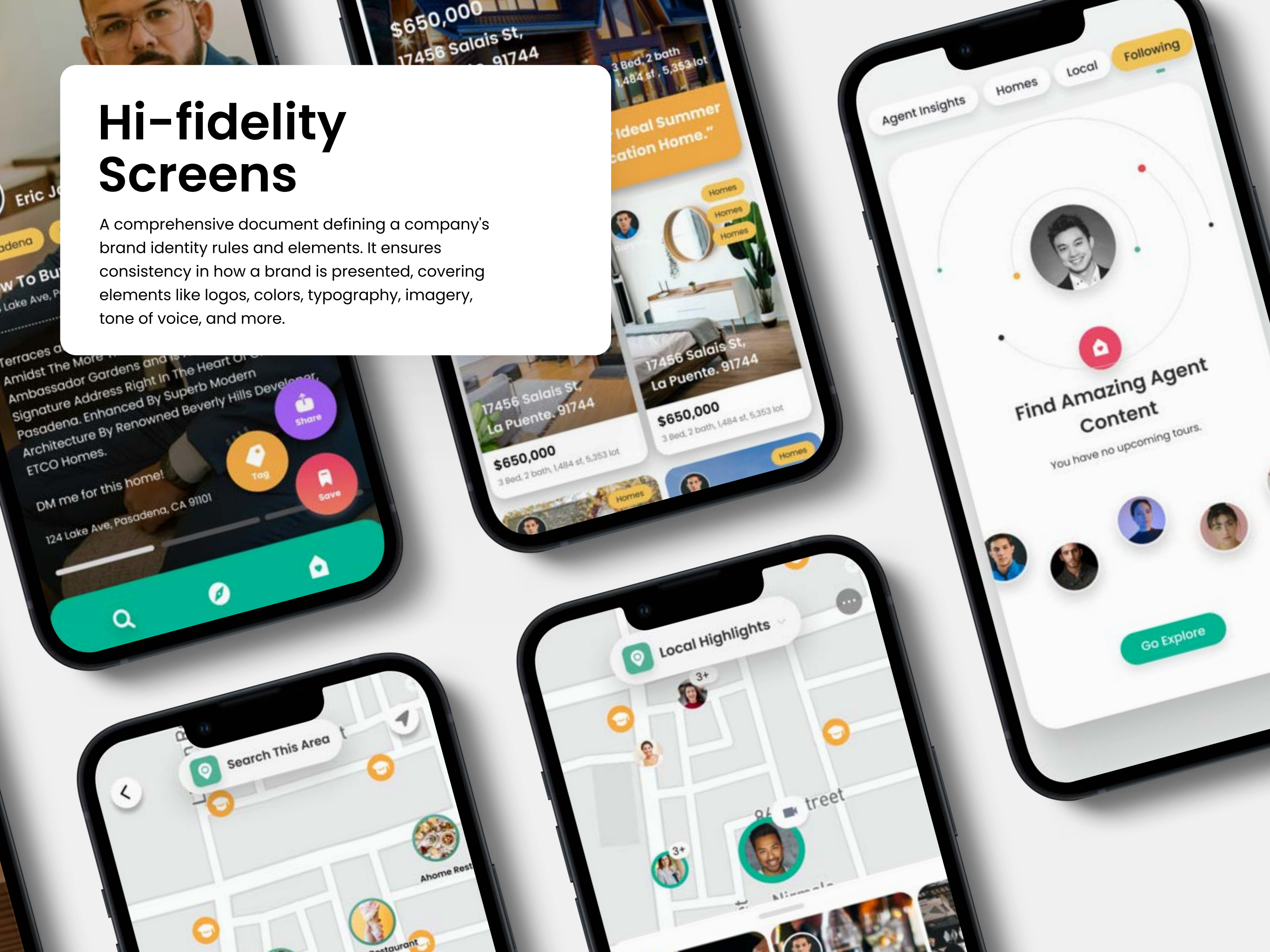
Lo-Fidelity Wireframes

Low-fidelity (lo-fi) design refers to the initial stage of the design process, where designers create rough and basic representations of a product or interface with the primary focus on functionality and concept validation rather than aesthetics.



Hi-fidelity Screens

A comprehensive document defining a company's brand identity rules and elements. It ensures consistency in how a brand is presented, covering elements like logos, colors, typography, imagery, tone of voice, and more.



Team

Our Dev Team consists of a programming team based in China. It includes 2 front-end engineers who specialize in the User Interface, 2 back-end engineers responsible for programming aspects, and a Quality Assurance engineer. Additionally, we're fortunate to have a senior Snapchat Engineer and the co-founder of Tinder overseeing project management, ensuring the smooth development of our hommtown app features.



Robert Cheng

IDSA Awarded Designer

- Co Founder
- Branding Strategy
- UI/UX Design
- Product Architecture



Gary Wat

Top Producing Real Estate Agent

- CEO
- Vision and Strategy
- Funding / Legal
- Public Relations



Product Development Team

hommtown Retrospective

Create design
and test

June 2020

Start marketing
with Social media
mastermind

June 2022

Start
development

Jan 2023

Soft Launch Party
for agents in
Pasadena, CA

June 2023

Write book to Promote
Crowdfunding Campaign
Create new C corp for
hommtown

Oct 2023

Now

**Book Launch for
Crowdfunding**

Westside, SGV, OC, South bay

**Seed Round
early investors**



hommtown

We wrote a book!

To accelerate the promotion of the app and fundraising efforts, we decided to write an interactive book to tell the story of how we built hommtown.



Scan to Learn More

Available at
amazon

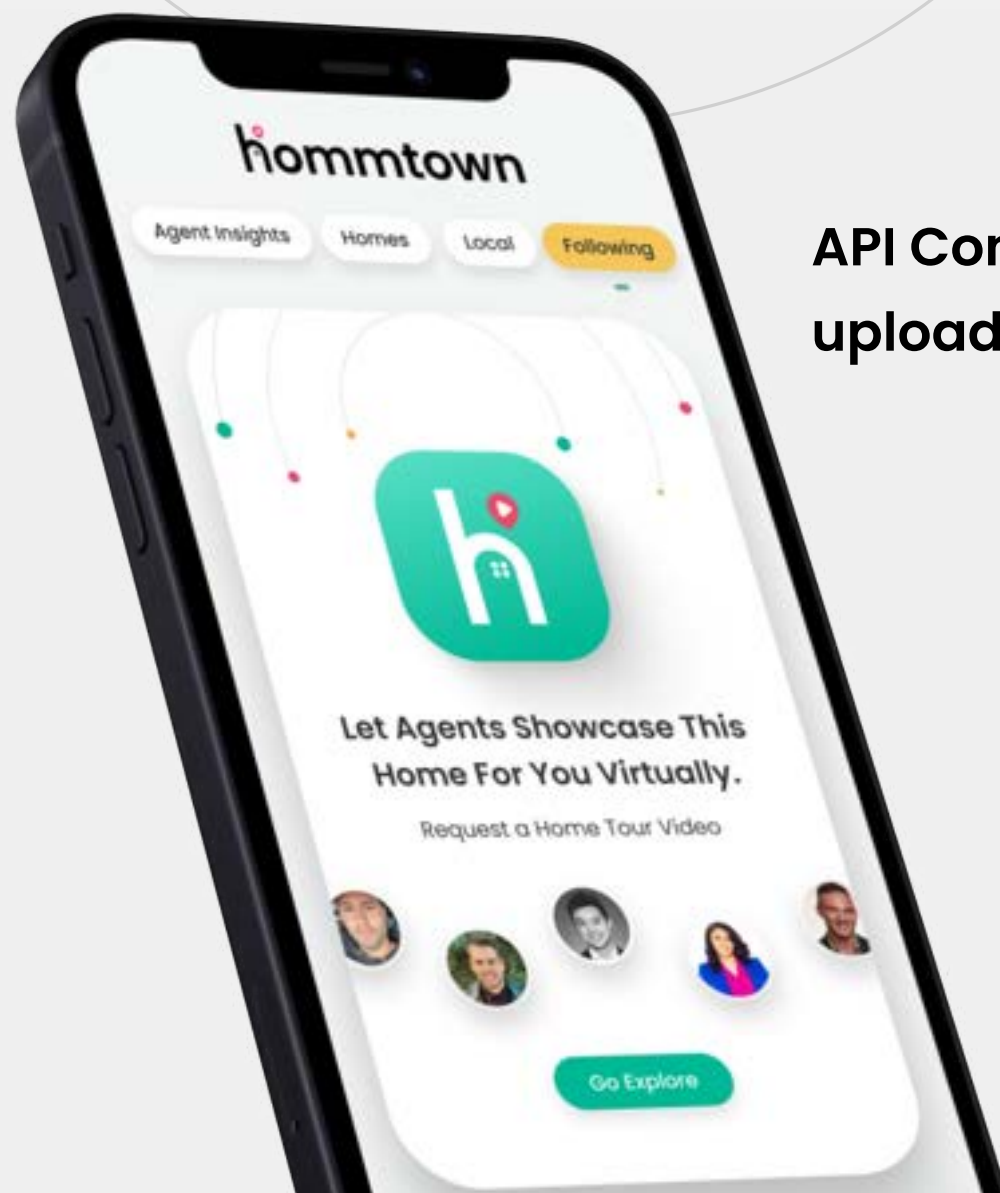
How We Built
The Ultimate Social Media App
For Real Estate

hommtown

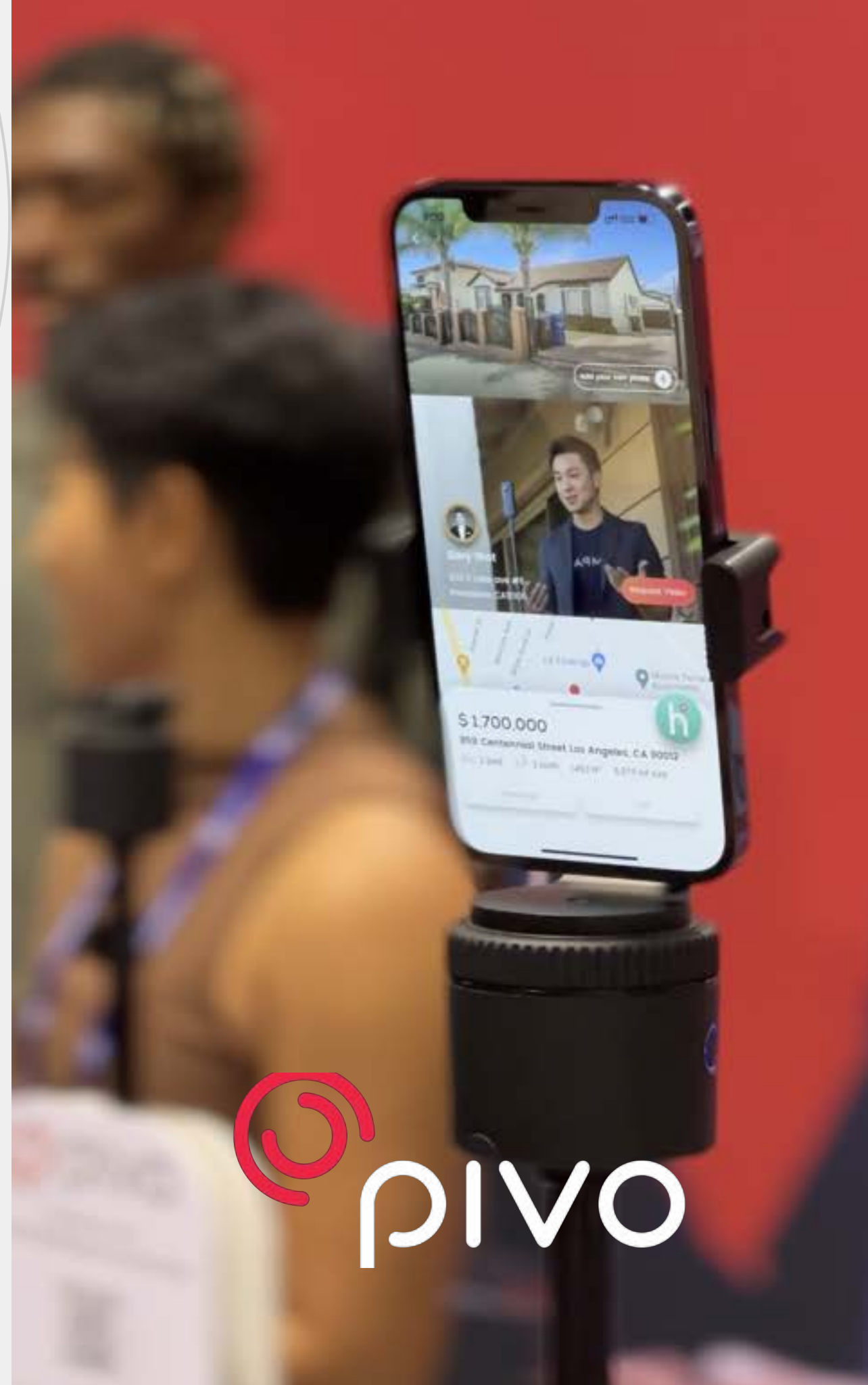
Gary Wat
Robert Cheng

An interactive workbook to
inspire your journey

hommtown Platform Partnership



API Connection to
upload directly



Seed round with interested investors

Accelerate the Development

Increase Chinese Dev Team to
7 developers, \$15,000/month

3 back end engineers

3 front end engineers

1 quality assurance

NEXT HIRES

One Full Time Engineer in US

One Full Time Jr Designer

One Part Time Marketing



Dec Launch iOS app.

60 Days Free: After trial \$100 per month with yearly subscription



android

2024 Launch



Our Timeline

Dec

2023

- Dec Launch iOS app.
- Early pay wall
- Paid version after 60days trial

Mar

2024

- Hire one full time engineer in US
- Hire one full time jr designer
- Hire one part time marketing

Jun

2024

- Launch Android + new features
- Unlock Ai + Agent Features

Our Cost



People

- Salaries: \$100,000 to \$500,000 per year
- Benefits: \$20,000 to \$100,000 per year
- Payroll taxes: \$10,000 to \$50,000 per year

Marketing and sales costs

- Advertising: \$10,000
- Public relations: \$5,000 to \$10,000 per year
- Other sales and marketing costs: \$5,000 to \$25,000 per year

Administrative costs

- Rent: \$15,000 to \$50,000 per year
- Utilities: \$3,000 to \$10,000 per year
- Other general and administrative costs: \$5,000 to \$15,000 per year

Product development costs

- Software development: \$150,000 to \$200,000 per year
- Hardware costs: \$10,000 per year

Total Cost

**\$350,000 to
\$1,100,000 per year**

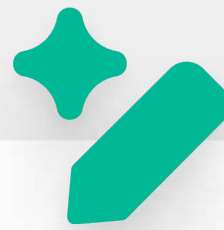


Cost Effective Operations



Hire a Virtual Team

Virtual teams can be a great way to save money on salaries and benefits.



Use Cloud Computing

Cloud computing can help you save money on IT costs.



Creative Marketing

There are many creative and low-cost ways to market your business.

Total Addressable Market

Total agents: 1,566,354 as of 2023

Phase One Projection

\$6.87m

Yearly revenue at \$100/mo per user

California

Texas

Florida

Total agents: 202,000
Capture: 10%: 20,200

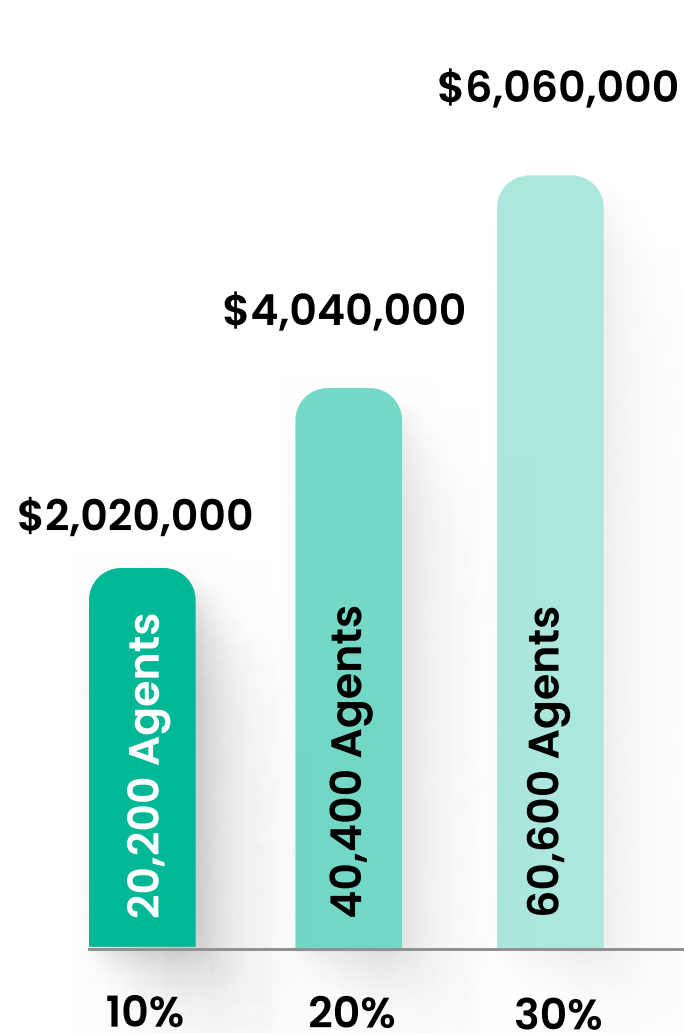
Total agents: 152,222
Capture: 10%: 15,222

Total agents: 218,906
Capture: 10%: 21,890



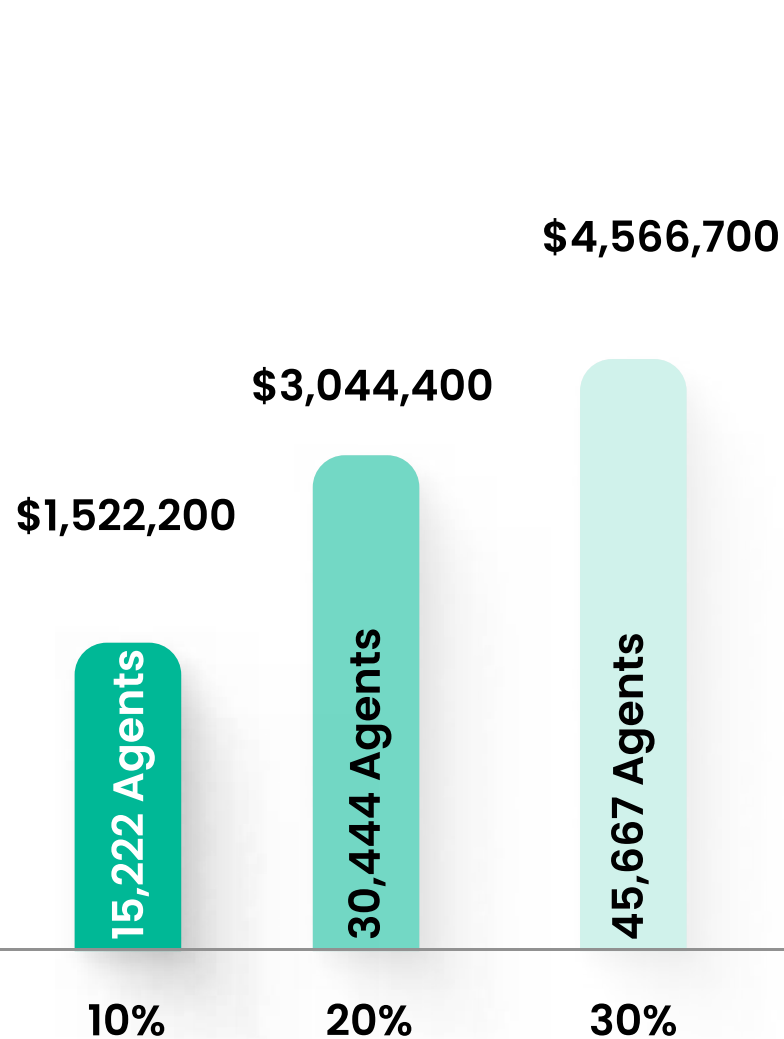
California

220,000 Total Agents
\$100/month Subscription



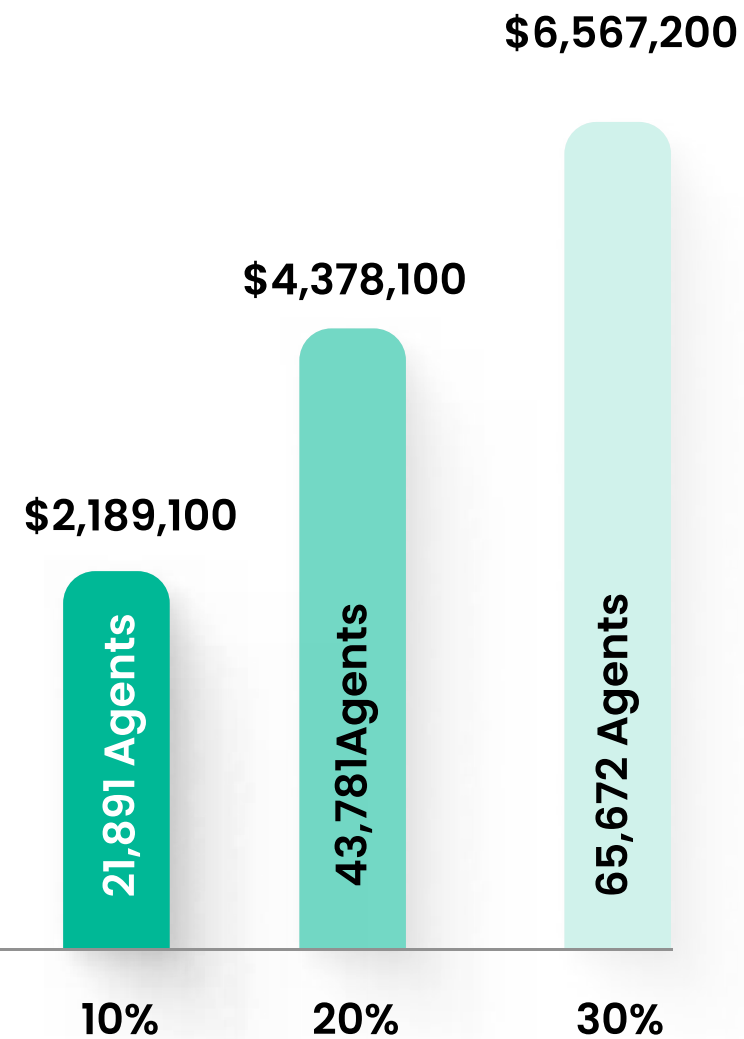
Texas

152,222 Total Agents
\$100/month Subscription



Florida

218,906 Total Agents
\$100/month Subscription



\$68,775,600

**\$100/month. Yearly revenue
3 States**

\$24,240,000

California

202,000 agents
10% at \$2,020,000

\$18,266,400

Texas

152,222 agents
10% at \$1,522,200

\$26,269,200

Florida

218,906 agents
10% at \$2,189,100



Entire United States

Total agents: 1,566,354 as of 2023

10% 156,635 people * \$100 = \$15,663,500 per year

20% 313,270 people * \$100 = \$31,327,000 per year

30% 469,901 people * \$100 = \$46,990,100 per year



\$187,962,000

Per Year

10% 156,635 people *
\$100 / mo = \$15,663,500

Valuation

\$343,878,000

10% acquired users across states
5x \$68,775,600

\$24,240,000 Revenue / Yr

\$18,266,400 Revenue / Yr

\$26,269,200 Revenue / Yr

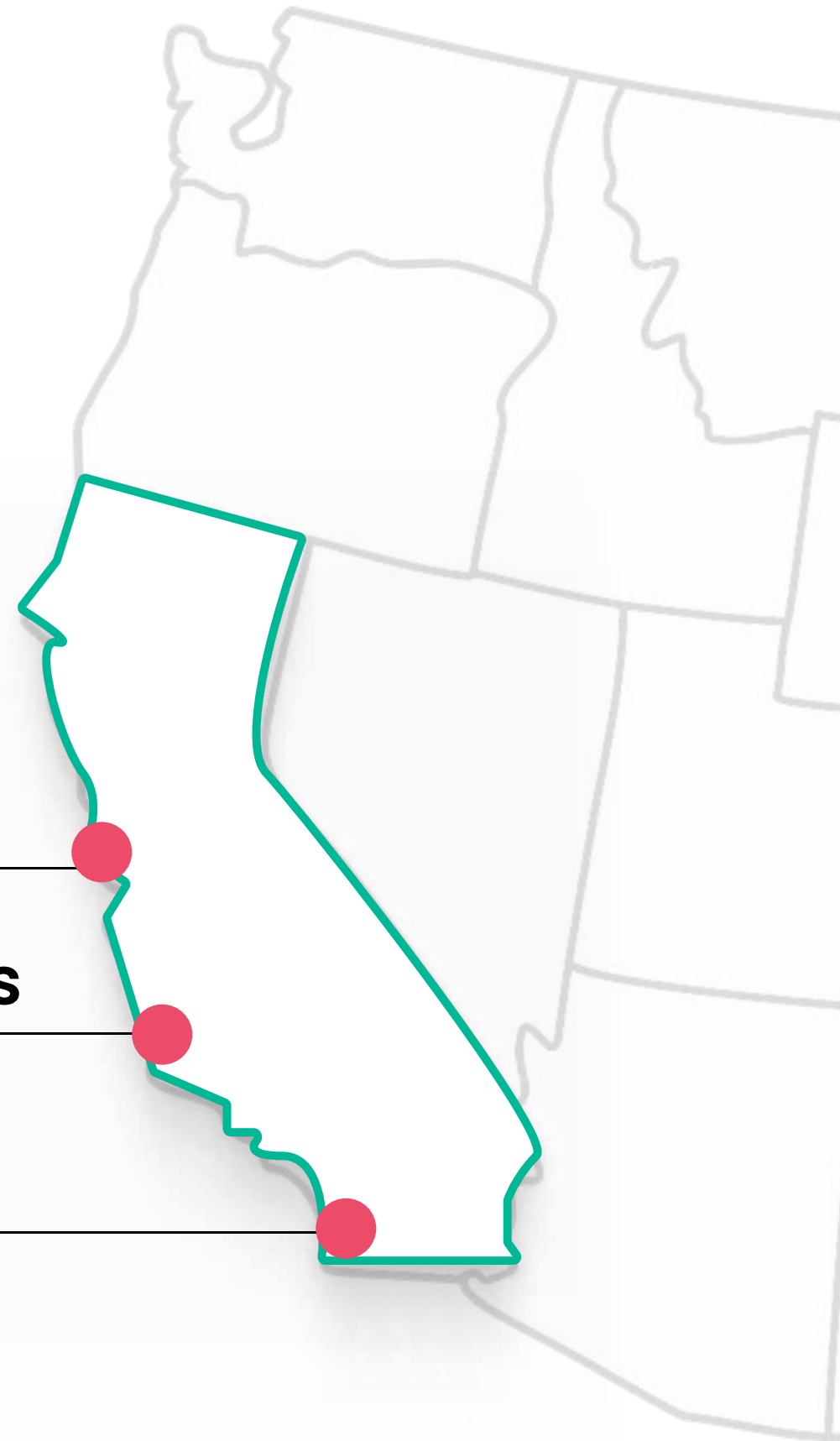


California Market

Greater Bay Area: 60,000 Agents

Greater Los Angeles: 105,000 Agents

San Diego: 13,000 Agents



A map of Southern California serves as the background. Three teal callout boxes are overlaid on the map. The first box, labeled 'BH', is positioned over the Los Angeles area. The second box, labeled 'SGV', is positioned over the San Gabriel Valley area. The third box, labeled 'OC', is positioned over North Orange County. The map shows major cities like Los Angeles, Glendale, Pomona, Compton, Torrance, Long Beach, Santa Ana, Huntington, and Irvine. The LAX airport is also marked.

BH

1,846 realtors registered in
Beverly Hills, California

SGV

11,418 realtors registered in
the San Gabriel Valley

OC

10,265 registered real
estate agents in North
Orange County.

California Market

Jan 2024–June 2024

The San Gabriel Valley is a diverse region with a population of over 2 million people. This diversity is reflected in the real estate market, which includes a wide range of property types, from single-family homes to condominiums to commercial properties.

The high number of realtors in the San Gabriel Valley is a testament to the region's strong real estate market. Realtors in the San Gabriel Valley have the knowledge and experience to help buyers and sellers achieve their real estate goals.

According to the California Association of Realtors (CAR), there are currently 10,265 registered real estate agents in North Orange County. This number includes both independent realtors and realtors who are affiliated with a brokerage firm.



Location Breakdown

BH **1,846 agents**

- There are approximately 1,846 realtors registered in Beverly Hills, California, according to FastExpert, a real estate agent directory. This number includes both independent realtors and realtors who are affiliated with a brokerage firm.

SGV **11,418 agents**

- Alhambra
- Arcadia
- Baldwin Park
- Covina
- El Monte
- Glendora
- La Puente
- Monrovia
- Montebello
- Monterey Park
- Pasadena
- Rosemead
- San Gabriel
- San Marino
- Temple City
- West Covina

North OC **10,265 agents**

- Anaheim
- Brea
- Buena Park
- Cypress
- Fountain Valley
- Fullerton
- Garden Grove
- Huntington Beach
- La Habra
- La Palma
- Los Alamitos
- Orange
- Placentia
- Stanton
- Westminster
- Yorba Linda



Our Supporters

1. **Expanding to new markets and regions**, increasing the reach and impact of our platform.
2. **Continuous innovation** to provide advanced tools and features that align with realtors' evolving needs.
3. **Strategic partnerships** with industry leaders to foster collaboration and further establish Hommtown as a go-to platform for community-focused real estate.



Venture Capitalist



Mayor

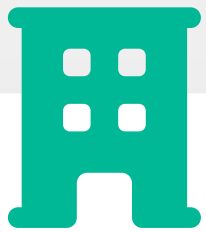


Affiliates

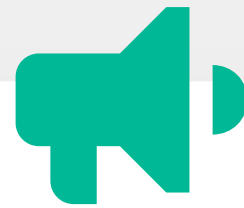
Strategic partnerships with industry leaders to foster collaboration and further establish Hommtown as a go-to platform for community-focused real estate.



Methods to acquire users



**Office Visits, Start with
KWFL, Other KW Office**



**Establish Social Media
Workshops in Offices
throughout Southern California
via Zoom**



**Conference (Tom Ferry Local, CAR
Conventions, NAR Conventions,
Coaching Seminars**



**Realtor Association Classes
(Arcadia, San Gabriel Valley
Association, CVAR, Pasadena**



Networking Events for Realtors



**Affiliates: Escrow Companies,
Home Warranty, Title, Home
Inspection, Mortgage Companies.**

Our Journey to Gaining Traction



Office Visits

- Every Tuesday at KWBH

Social Medias Mastermind

- Establish class and connections to users

Hollywood Hills Branch

2023



Our Journey to Gaining Traction



KW Hollywood Hills
1. Connect with team leader Rene

KWBH
1. CEO Influence

KWBH
1. Podcast at social media class

2023



Our Journey to Gaining Traction



KW Cerritos
1. Connect with team leader Rob

KW Newport
1. Social Medias Class promotion

KW Newport
1. hommtown promotion

2023



Our Conference Engagement

TomFerry

1. Connect with agents
2. Build relationships

AREAA

1. hommtown promotion

Seminar

1. hommtown promotion

2023



Our Conference Engagement

Collaboration

1. Le Ciel Bleu: home tours with agents

Inman Connect

1. hommtown promotion

Reimagine CAR

1. hommtown promotion

2023



Our hommtown Launch

June 29

1. 400 downloads
2. 8 VIPS

hommtown partners

1. Centerstone Escrow
2. California Escrow
3. The Company Inspections
4. Pivo
5. Clear Mark Title
6. HWA
7. Village Mortgage

Podcast

1. hommtown promotion with CenterStone Escrow

2023



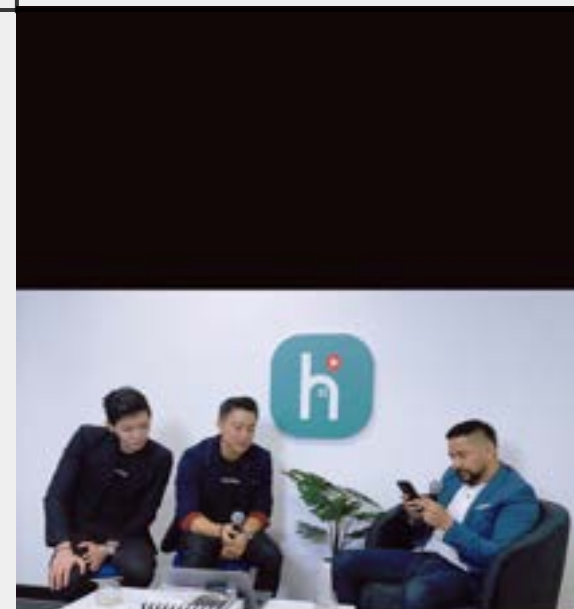
Yunita Wu

Sr. Officer
Home Warranty



Timothy Joe

Sr. Loan Officer
NMLS 1618030
DRE 02033347



Our hommtown Launch

hommtwon Book Launch

OC Tour

1. hommtown app
2. hommtown book

BH Tour

1. hommtown app
2. hommtown book



Our Speaking Engagements

LanglyStone Group
1. hommtown promotion

SGV Chamber of Commerce
1. hommtown promotion

ArtCenter
1. hommtown promotion design and innovation

2023



We engaged 20,300 people in 2023





Year one, we need initial traction
20,750 more contacts.

We Calculated

Revenue Target: \$100,000

Paid Users Needed: $100,000 / \$1,200 = 83$

Free Users Needed: $83 / 4\% = 2,075$

Contacts Needed: $2,075 / 10\% = \mathbf{20,750}$

2024

year one

The path to \$1 billion valuation

How many people we need to reach in the first 5 years

\$100,000

Revenue Target

Revenue Target: \$100,000
Paid Users Needed: $100,000 / \$1,200 = 83$
Free Users Needed: $83 / 4\% = 2,075$
Contacts Needed: $2,075 / 10\% = 20,750$

20,750

Contacts

Year 1

\$375,000

Revenue Target

Revenue Target: \$375,000
Paid Users Needed: $375,000 / \$1,200 = 313$
Free Users Needed: $313 / 4\% = 7,813$
Contacts Needed: $7,813 / 10\% = 78,130$

78,130

Contacts

Year 2

\$750,000

Revenue Target

Revenue Target: \$750,000
Paid Users Needed: $750,000 / \$1,200 = 625$
Free Users Needed: $625 / 4\% = 15,625$
Contacts Needed: $15,625 / 10\% = 156,250$

156,250

Contacts

Year 3

\$1.5m

Revenue Target

Revenue Target: \$1.5 million
Paid Users Needed: $1,500,000 / \$1,200 = 1,250$
Free Users Needed: $1,250 / 4\% = 31,250$
Contacts Needed: $31,250 / 10\% = 312,500$

312,500

Contacts

Year 4

\$3m

Revenue Target

Revenue Target: \$3 million
Paid Users Needed: $3,000,000 / \$1,200 = 2,500$
Free Users Needed: $2,500 / 4\% = 62,500$
Contacts Needed: $62,500 / 10\% = 625,000$

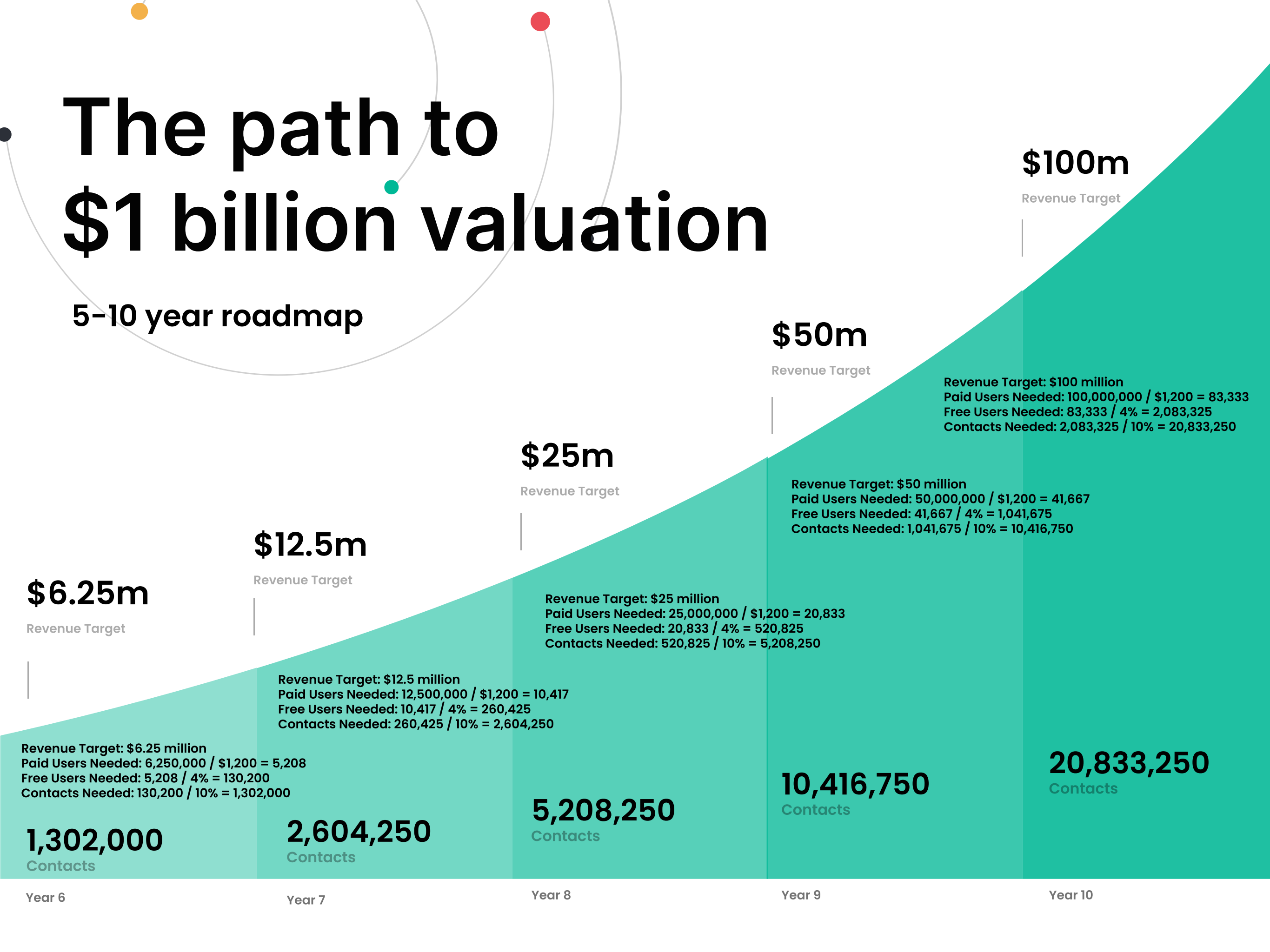
625,000

Contacts

Year 5

The path to \$1 billion valuation

5-10 year roadmap



Our 2024 User Acquisition Plan

01



Office Promotions

- Start with KWFL
- Other Offices

KELLERWILLIAMS®

Establish Social Media Masterminds in Offices

Locations

- West Side
- East side

Conferences

Tom Ferry Local, CAR
Conventions, NAR
Conventions,
Coaching Seminars

2024



Our 2024 User Acquisition Plan

02

Conferences

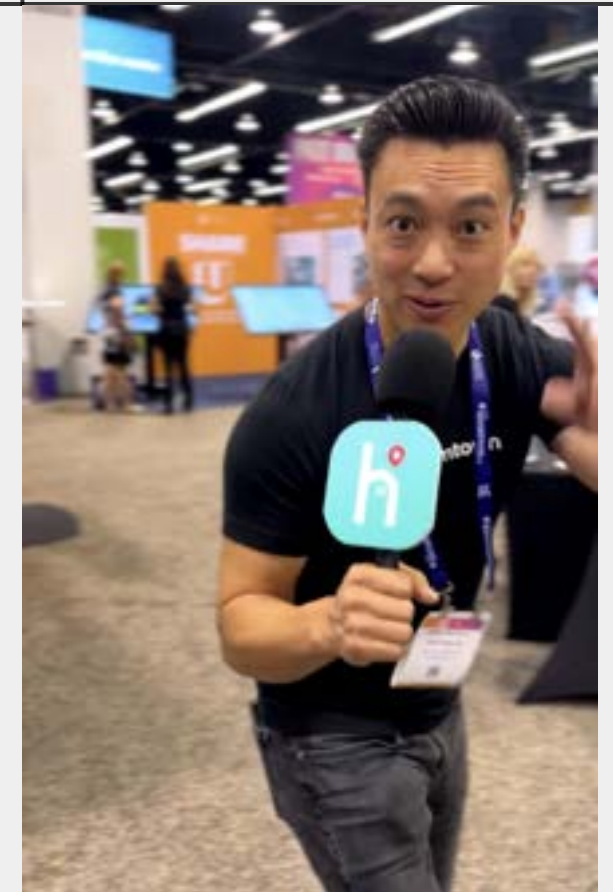
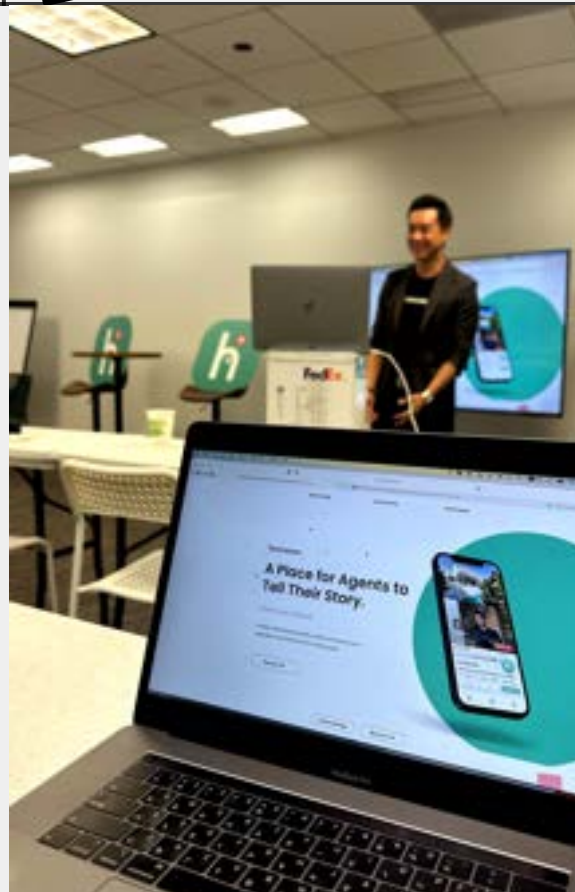
- # of Conferences in Greater LA
- David Halpern Mastery Consulting
- John Reyes Social Networx
- BEEF Wellington Pendell Career Compass
- Tom Ferry
- Mike Ferry

Realtor Association Classes

- Arcadia
- San Gabriel Valley Association
- CVAR
- Pasadena

Networking Events For Agents

- Pheonix TV (Dec, 2023)
- Podcast



Our 2024 User Acquisition Plan

03

Affiliates

- Escrow Companies
- Home Warranty
- Title
- Home Inspection
- Mortgage Companies

Social Posts

- Social Posts
- Email Campaign

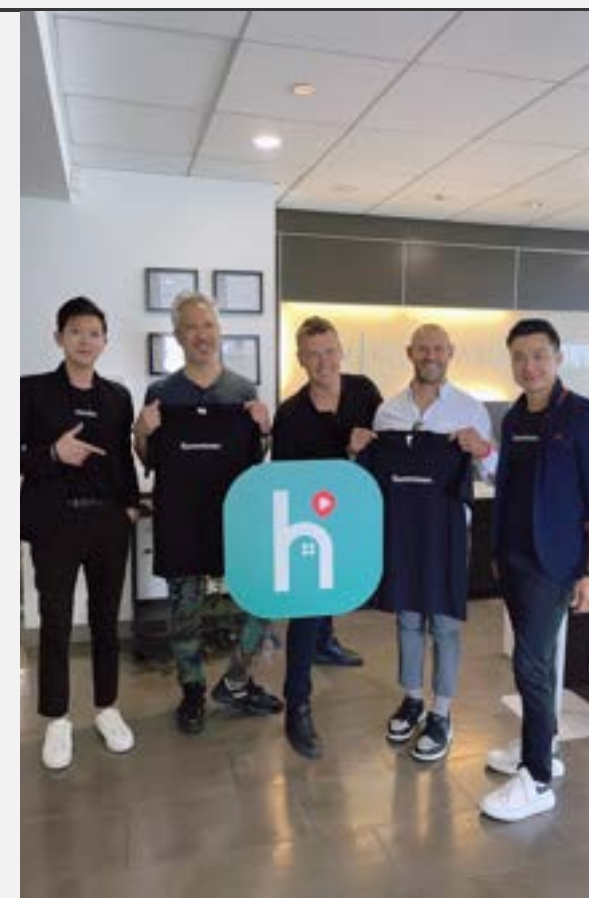
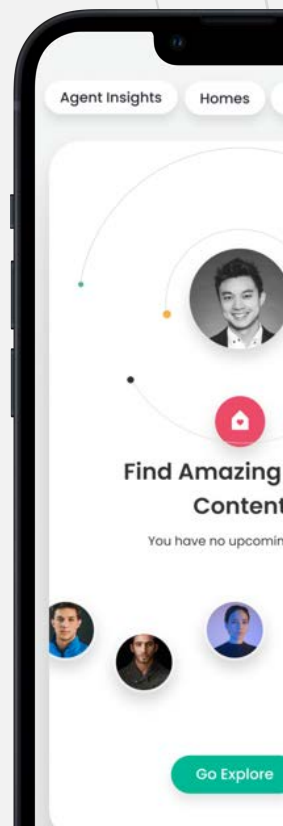
Crowdfunding Campaign

1. Raise money to to hasten development and new features that realtors love and want
2. Realtor involvement, we believe that if the realtor is invested in this, it will not only benefit them as a realtor, but also help the spread of the app.
3. Crowdfunding effort are going to start in November 2023

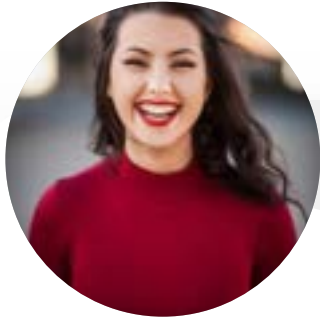


Why hommtown?

We wanted to create a space for agents to freely promote themselves and tell their story.



Our users love



★ Verified Profile

Christine Kim

Keller Williams Beverly Hills
DRE# 12345678
Pasadena, CA, USA

 **Premium Member**

Share

Clients

Upload

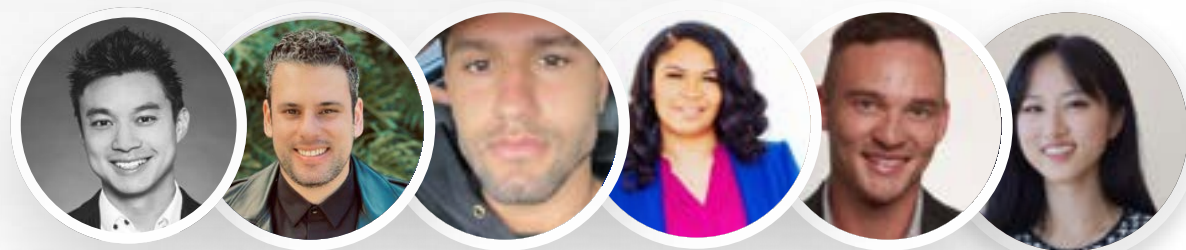
Tours

Communication tools

Know your client tools

Marketing tools

Time saving scheduling tools





Tom S.

“Need a platform to showcase my videos, and create marketing.”

About

Age: 30–40

Occupation: Real Estate Agent

Location: Urban area

Experience: 7 years in the real estate industry

Tech Savviness: Moderate; comfortable with smartphones and social media

Core Needs

- Promote and sell residential properties effectively.
- Increase personal branding and visibility in the local real estate market.
- Provide prospective homebuyers with an immersive and informative experience of available properties.
- Showcase local highlights and community information to attract potential buyers.

Painpoints

- Difficulty in reaching and engaging potential clients effectively.
- Limited resources for marketing and promotion.
- Concerns about the time and effort required to create and manage property listings and local highlights.

Why Hommtown?

- User-friendly app interface for easy property listing and management.
- Virtual home tour capabilities to provide immersive property experiences.
- Integration with social media and local marketing platforms for easy promotion.
- Analytics and insights to track marketing performance.
- A content creation tool for showcasing local highlights and community information.

Motivation

- Success and growth in the real estate industry.
- Providing a top-notch experience to potential homebuyers.
- Building a strong reputation and personal brand.
- Simplifying and streamlining marketing efforts to save time and resources.

Competitive Advantage



Zillow

- Monthly price - \$1500
- Takes 30% of your commission
- Limits agent branding and marketing
- May take hours to days to schedule a home tour



MLS

- MLS cannot be opened on a mobile and must be opened on a computer
- MLS does not allow for agent branding on listings
- Property information does not include surrounding area



hometown

- Monthly price - \$100
- Freedom to brand your identity and build your community.
- In-app CRM
- Scheduling takes minutes
- Listings have full property information
- Agents can upload videos about the property, the neighborhood, and provide as a guide to buyers.



Business Model



Subscription Plans

Agents can access premium features and tools by subscribing to tailored plans. By becoming VIP, they get to use all the tools of tour feature, client activity, CRM, Messaging feature.



Advertising Partnerships

Collaborate with local businesses and service providers to promote their offerings to your audience.



Transaction Fees

Generate revenue by charging a small percentage fee for successful transactions facilitated through the platform.

Our Subscription Plans

Free Plan

Free

Free for 60 Days. Billed After Trial

- ✓ Home Scheduling Feature
- ✓ Add Unlimited Clients
- ✓ Upload Your Agent Content
- ✓ Private Video Feature
- ✓ Client Behavior Feature
- ✗ Exposure On Explore Page

Premier Member

\$100

Per Month

Free for 60 Days. Billed Every Month.

- ✓ Home Scheduling Feature
- ✓ Add Unlimited Clients
- ✓ Upload Your Agent Content
- ✓ Private Video Feature
- ✓ Client Behavior Feature
- ✓ Exposure On Explore Page

Early Adopter Package

\$30

Per Month

Billed \$360 yearly.
Valid for 3 years.

- ★ Full App Access!
- ★ Huge 66% Discount!

hommtown

Sign Up Today to be an Investor.



Scan to fill out investor form



<https://wkf.ms/3sVEVOU>

Early Investor Package

\$2,400

- 2 years unlimited usage of hommtown
- Equity of [...] amount of hommtown
(Please see agreement)
- Marketing exposure on hommtown
- Early discount at \$10m evaluation,
(Future evaluation at \$12m)