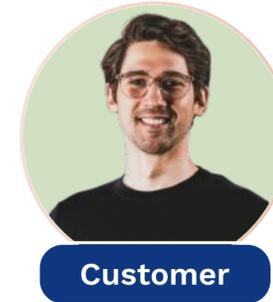
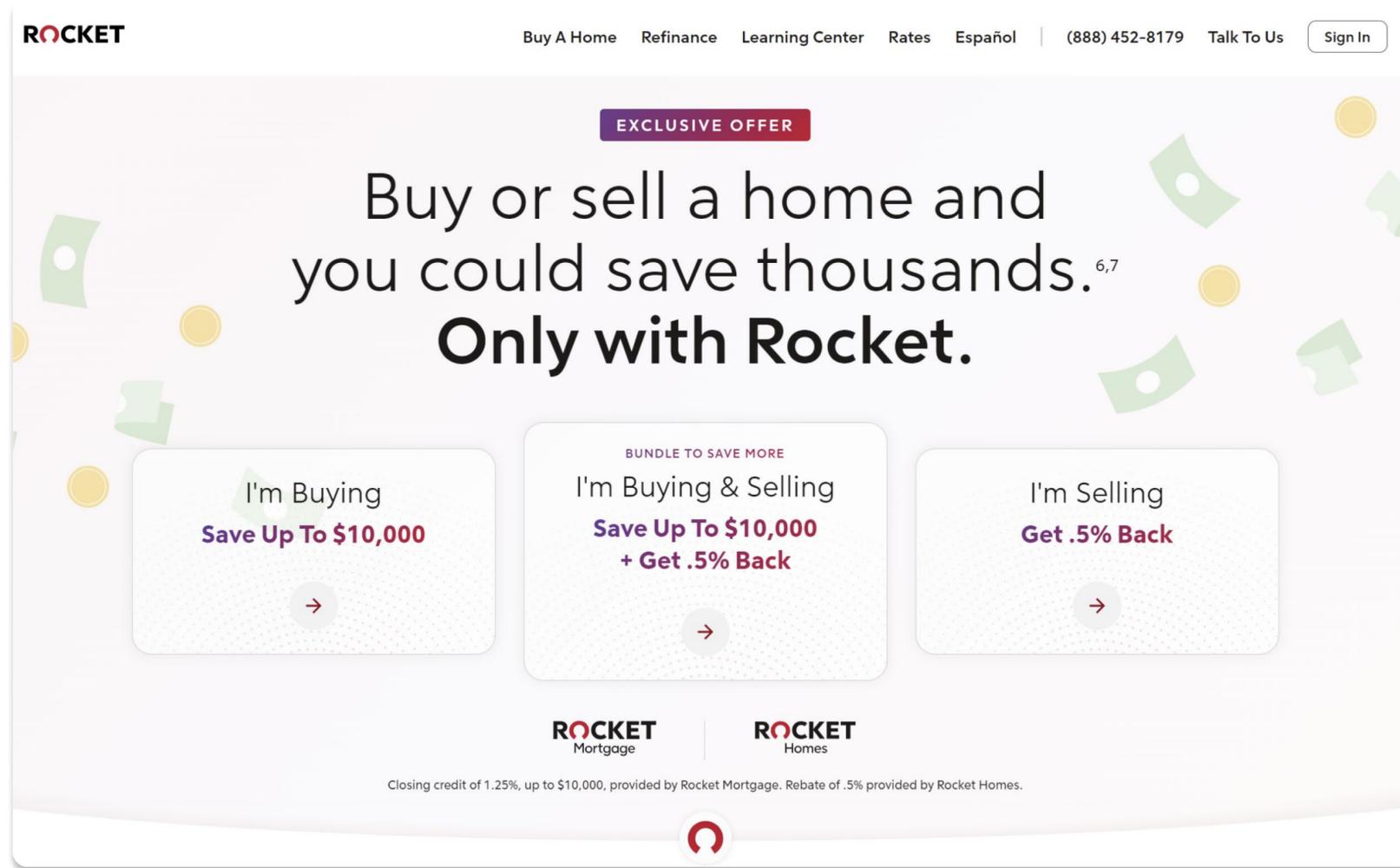


**Newzip**

# Centralizing the real estate experience saves customers thousands of dollars



Customer

**90 NPS Score**  
**Saves \$3k-\$8k**



Loan Officer

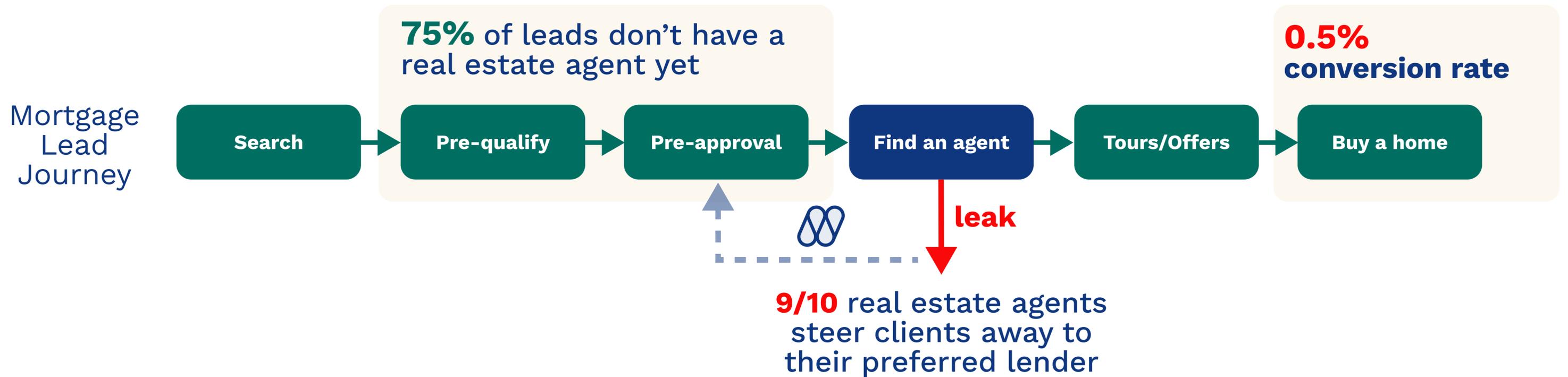
**Differentiated value prop**  
**Converts more loans**



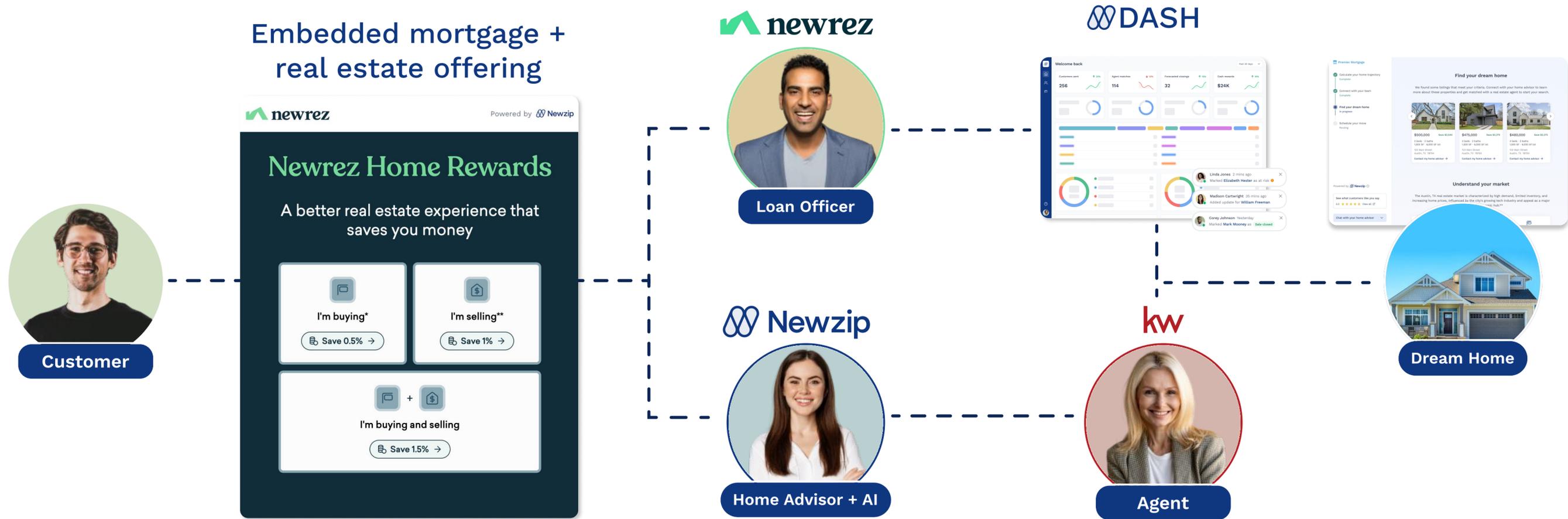
Agent

**Access to high quality leads**  
**\$0 upfront cost**

# Mortgage lenders **lose \$200B/yr** in origination volume due to real estate agents steering customers away



# Everyone wins in a three-sided marketplace



## Results

### Lender:

- 35% of leads opt-in
- 19% convert

### Customer:

- 90 NPS Score
- Saves 50-150bps

### Agent:

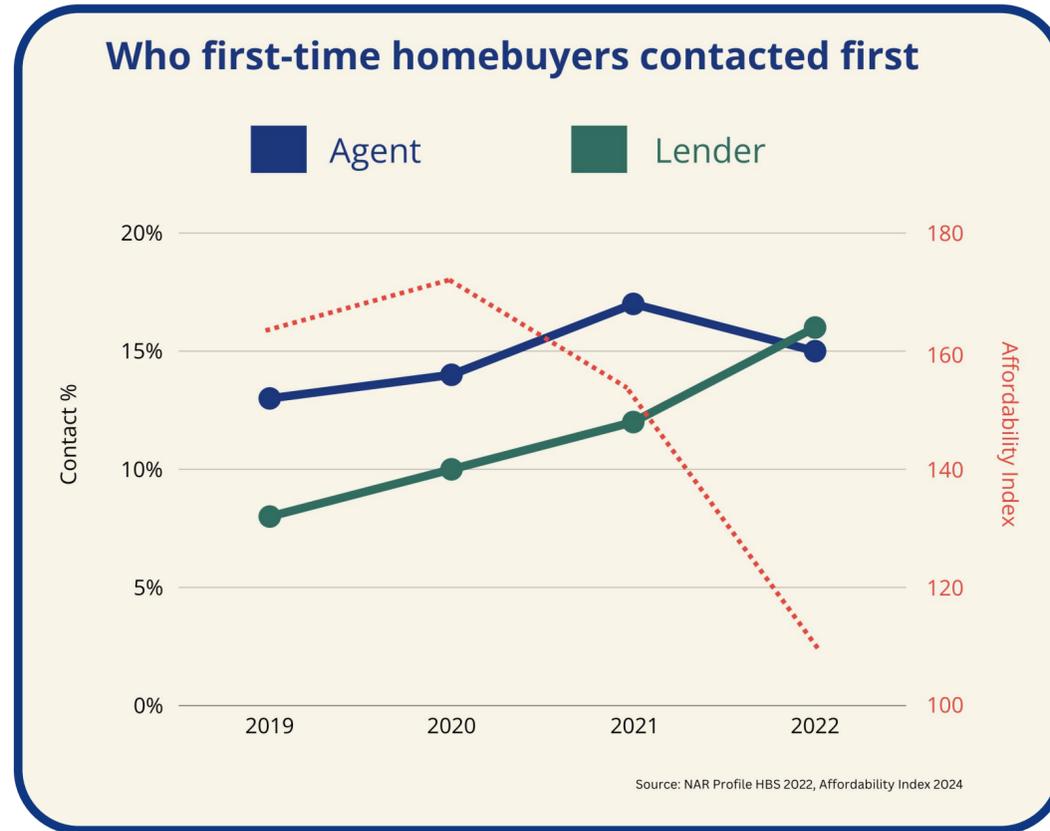
- \$0 upfront leads
- 1/3 convert

### Newzip:

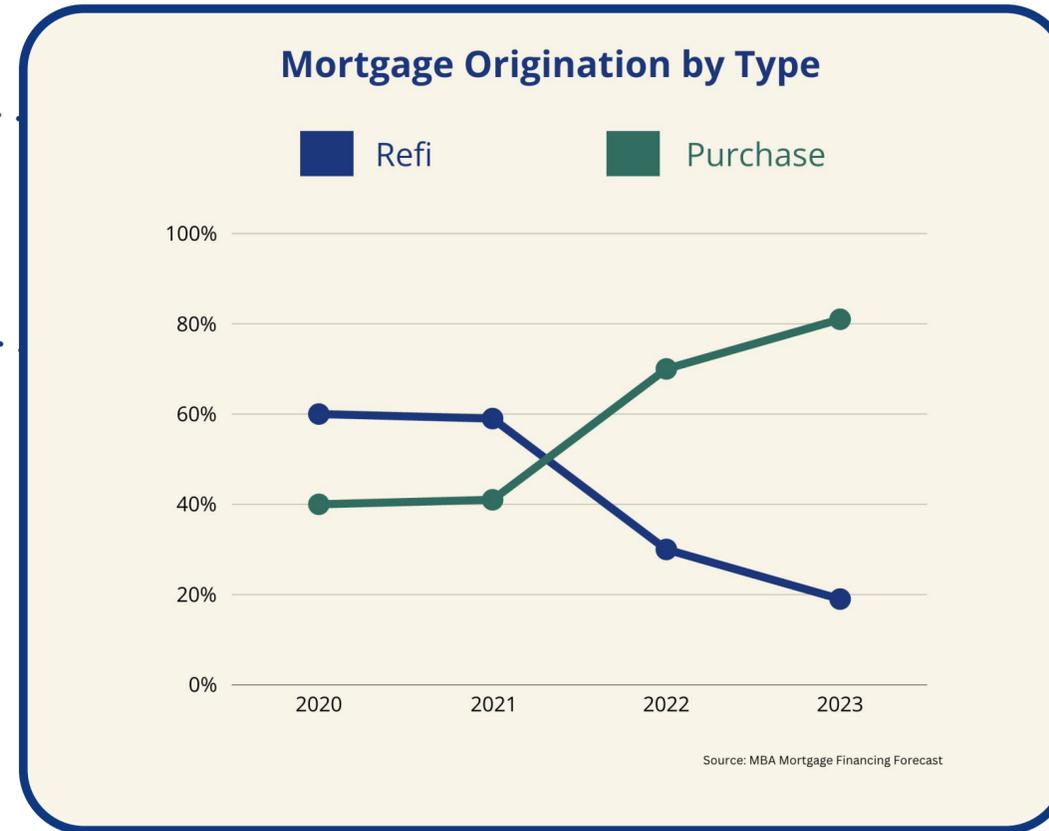
- \$3,150 ARPU
- 66% GP margin

# Lenders positioned to win the market

## Consumer Behavior



## Market Focus



## Disruption

**HW 'Find buyers before agents!' Mortgage industry reacts to the NAR settlement**

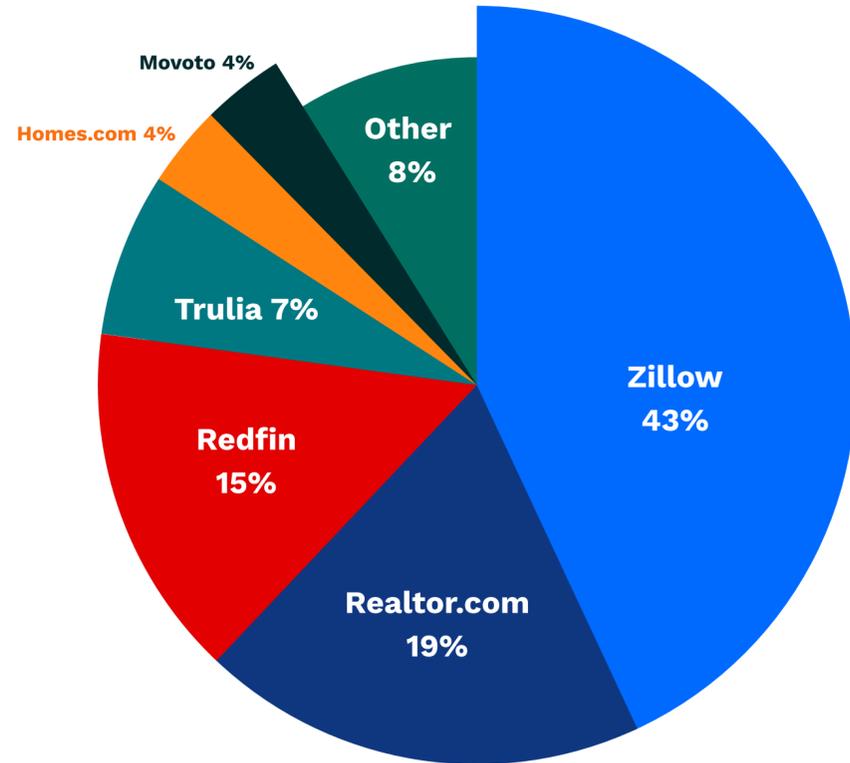
The NAR settlement will give LOs a more significant role in the home-buying process and encourage housing pros to pursue dual-licensing, experts said

March 15, 2024, 9:30 pm By Flávia Furlan Nunes



# Lender verticalization is the last frontier of real estate lead gen

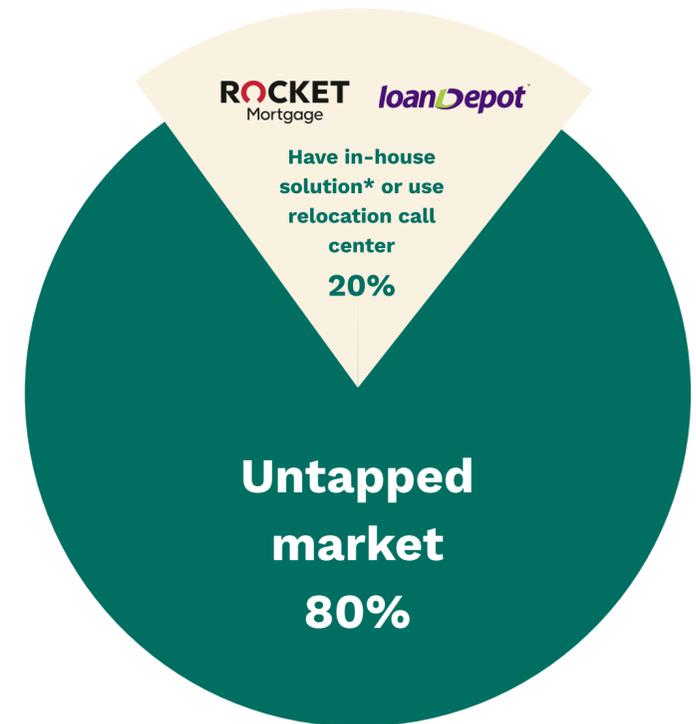
### Real Estate Search Leads Market Share



88M real estate leads captured

**\$24B MC**  
 Combined Market Cap

### Mortgage Leads w/o Real Estate Agent



← Opportunity =  
 Zillow +  
 Realtor.com +  
 Redfin combined

92M mortgage leads captured

**\$13B TAM**  
 (4.6M unique online pre-approvals \* \$2,835 ARPU)

\*Rocket Mortgage, loanDepot, New American Funding, MRC, Amerisave, Guarantee Rate, Better, Mutual of Omaha, Prosperity Mortgage, Tomo



# Case Study: Top 50 Lender Increased Conversion Rate 25x



Lead  $\gg$  Pre-Approved:  **30x**  
2% to 60%

Lead  $\gg$  Lock:  **25x**  
0.6% to 15%

**Cardinal Origination Volume: +\$30M**

**Newzip Revenue: +\$357k**

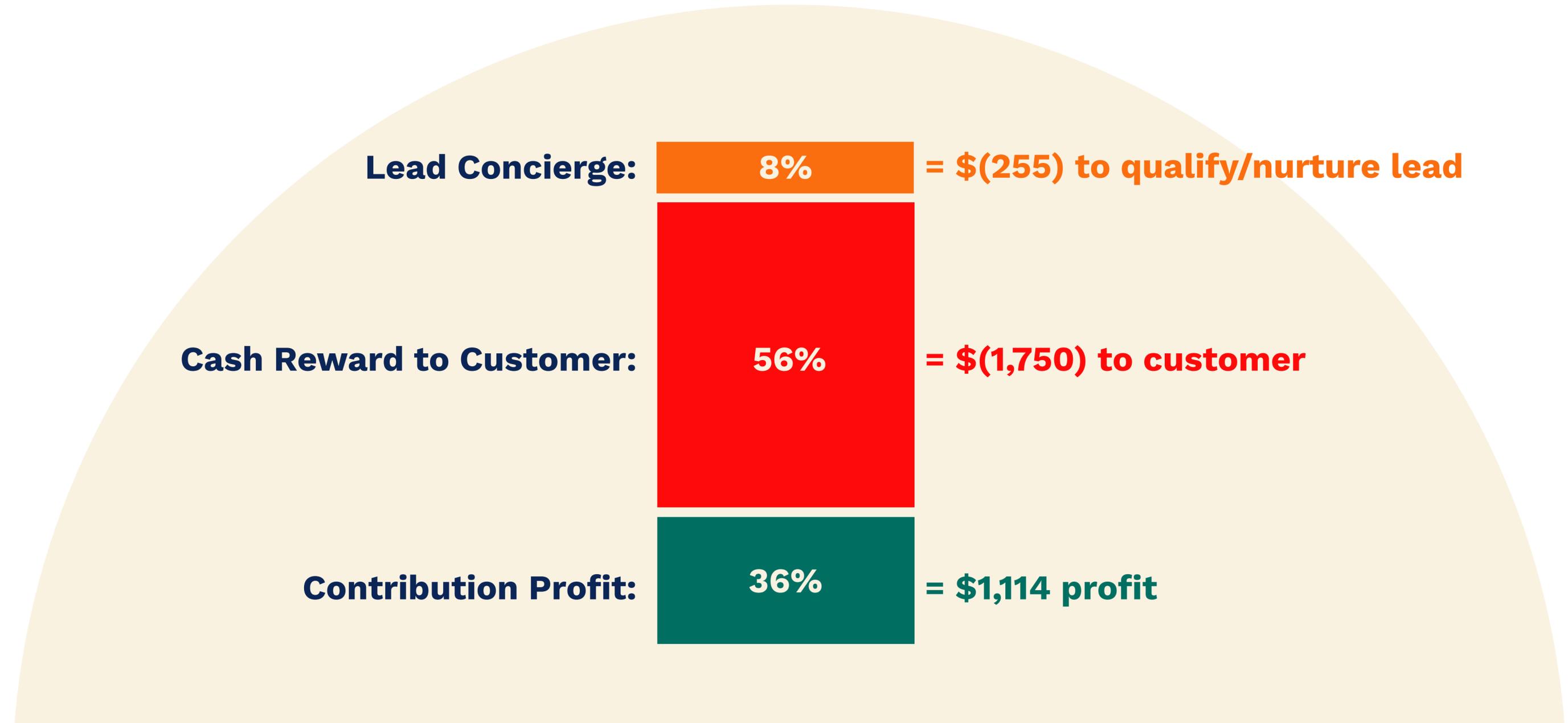
**Avg Customer Savings: \$1,300**

Time: 4 Months

Transactions: 126

# Revenue model

**\$350k ASP | 2.6% agent commission | 35% referral fee = \$3,149 ARPU**



# 800%+ revenue growth during the worst real estate market in 25 yrs

	2022	2023	2024	2025	2026
Lender Partners	4	20	45	75	110
Revenue Generated	<b>\$178,605</b>	<b>\$750,168</b>	<b>\$1.4M</b>	<b>\$3.1M</b>	<b>\$5.1M</b>
Net Income	N/A	<b>(\$1.7M)</b>	<b>(\$1.2M)</b>	<b>\$50k</b>	<b>\$850k</b>
Mortgage Rate	6.6%	7.3%	6.9%	6.5%	5.7%

# Monthly Financials & Financing

	July '24
Transactions	35
Rev Recognized	<b>\$128,344</b>
Gross Profit	\$97,360
Opex	\$148,113
Net Income	<b>(\$50,753)</b>

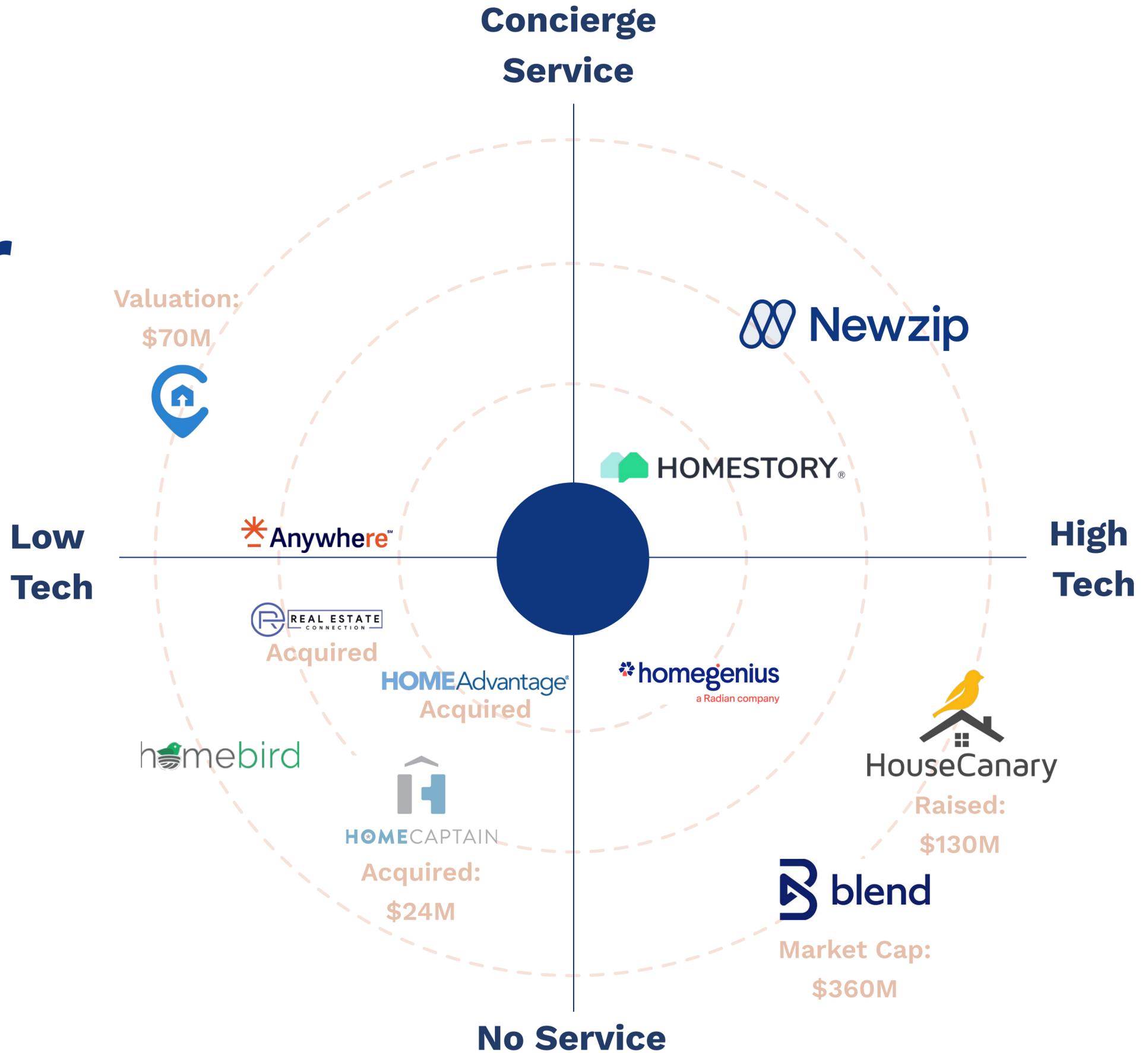
Investors:  THE CROSS COUNTRY\* GROUP BOSTON SEED | CAPITAL

**Raised \$3.8M Seed + debt**

**Currently raising \$1M SAFE**

# Real estate platforms for lenders

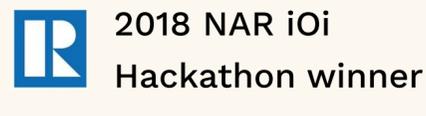
Mortgage customers have been under-serviced from a technology & customer service perspective



# 25+ years of prop/fintech exp



**Adi Pavlovic**  
CEO & Co-founder



**Todd McClain**  
COO & Co-founder



**Mitch Heard**  
Product



**Brock Cassidy**  
Sales



Awards:



# Ask

- 1. Guidance selling to financial institutions**
- 2. GTM messaging & narrative**
- 3. Introductions to mortgage lenders**