



Realwords.co

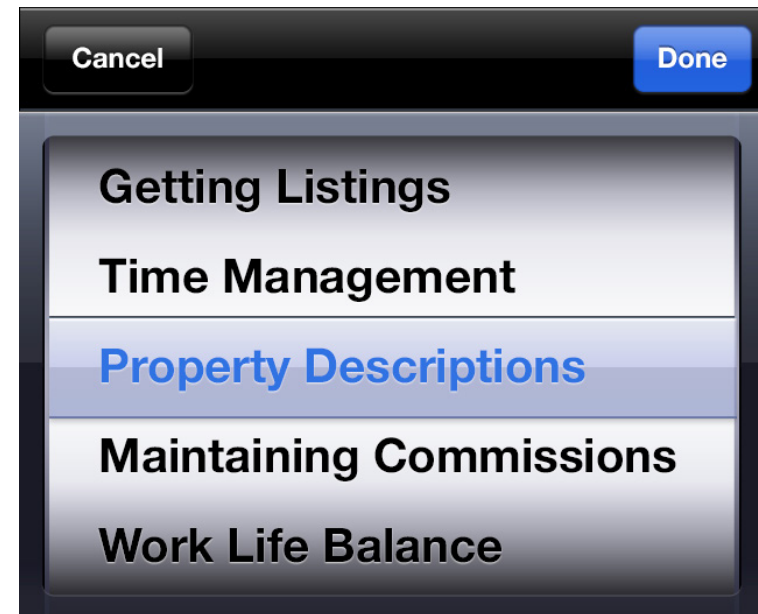
Realwords is natural language generation software for real estate agents to quickly create professional property descriptions.

Existing Problem

Biggest challenge for Real Estate Agents is **writing property profile descriptions**.

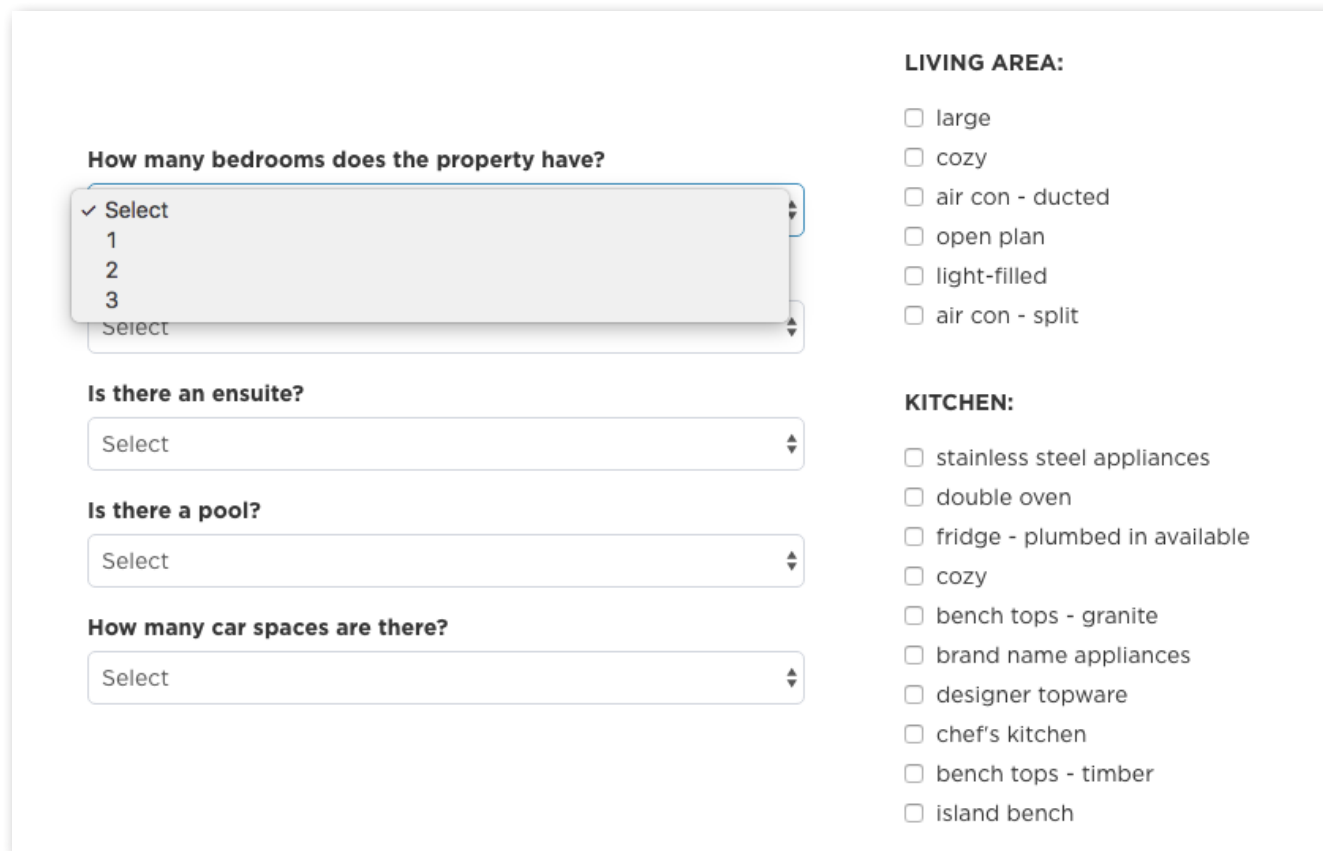
Property Descriptions:

- Are difficult to write properly
- Take a long time to write well
- Prevent agents from spending time prospecting and selling



The Solution

Software that writes property descriptions based on what real estate agents enter into a form.



The screenshot shows a web form for property details. On the left, there are four dropdown menus. The first, 'How many bedrooms does the property have?', is open, showing options 'Select', '1', '2', and '3'. The other three dropdowns are for 'Is there an ensuite?', 'Is there a pool?', and 'How many car spaces are there?', each with a 'Select' option. On the right, there are two sections of checkboxes. The 'LIVING AREA:' section includes options for 'large', 'cozy', 'air con - ducted', 'open plan', 'light-filled', and 'air con - split'. The 'KITCHEN:' section includes options for 'stainless steel appliances', 'double oven', 'fridge - plumbed in available', 'cozy', 'bench tops - granite', 'brand name appliances', 'designer topware', 'chef's kitchen', 'bench tops - timber', and 'island bench'.

How many bedrooms does the property have?

✓ Select
1
2
3
Select

Is there an ensuite?

Select

Is there a pool?

Select

How many car spaces are there?

Select

LIVING AREA:

- ☐ large
- ☐ cozy
- ☐ air con - ducted
- ☐ open plan
- ☐ light-filled
- ☐ air con - split

KITCHEN:

- ☐ stainless steel appliances
- ☐ double oven
- ☐ fridge - plumbed in available
- ☐ cozy
- ☐ bench tops - granite
- ☐ brand name appliances
- ☐ designer topware
- ☐ chef's kitchen
- ☐ bench tops - timber
- ☐ island bench

Market & Business Model

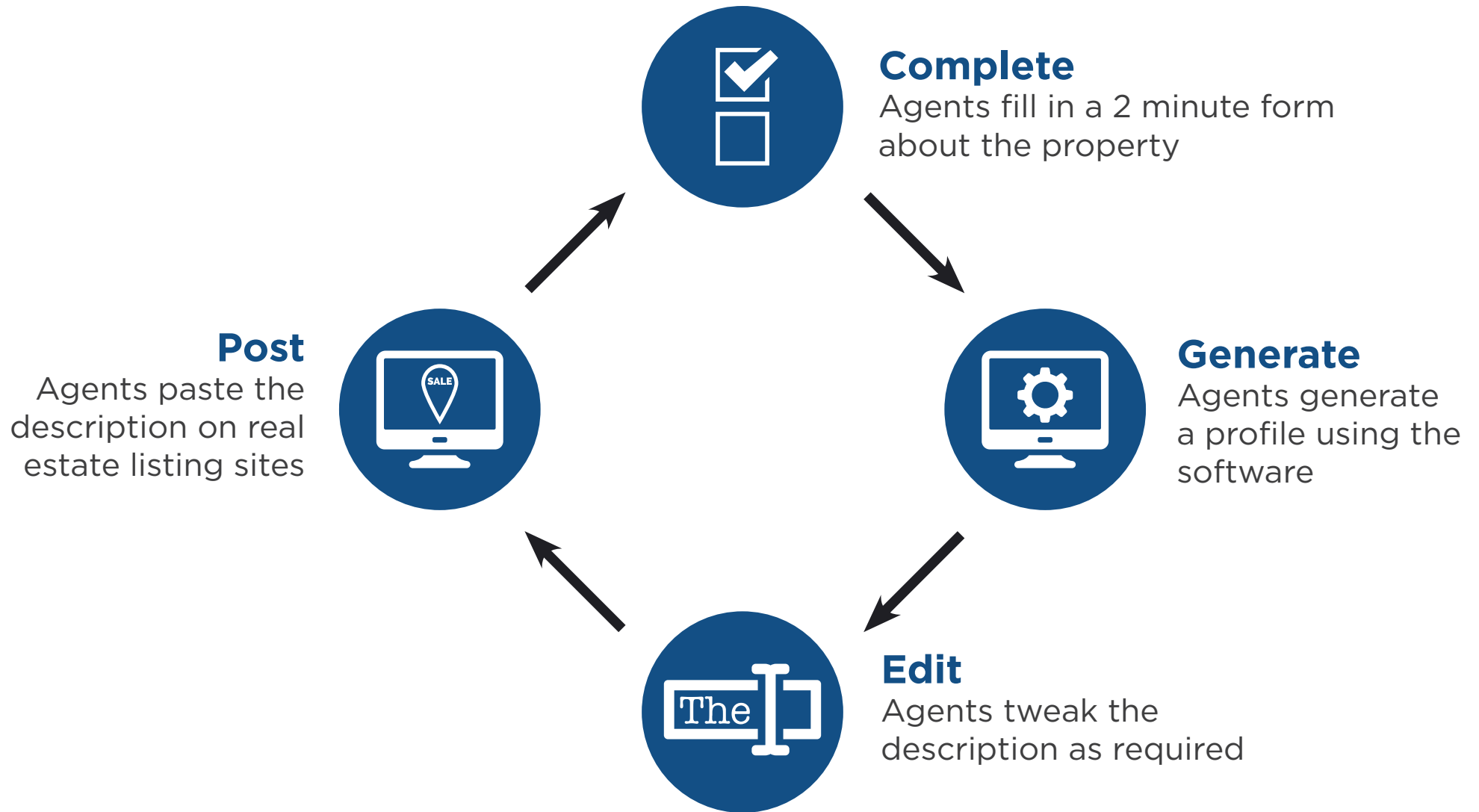
Market	64,000 real estate agents in Australia*
Model	Monthly subscriptions to access Realwords: <ul style="list-style-type: none">• Different options for numbers of users• Different options for number of profiles generated

Prices could range from \$97 - \$497 per month, depending on requirements.

Just 100 agents paying \$197 per month generates \$19,700 in recurring monthly revenue.

* Australian Bureau of Statistics 2011 Census

How it Works



Benefits of Realwords

Faster

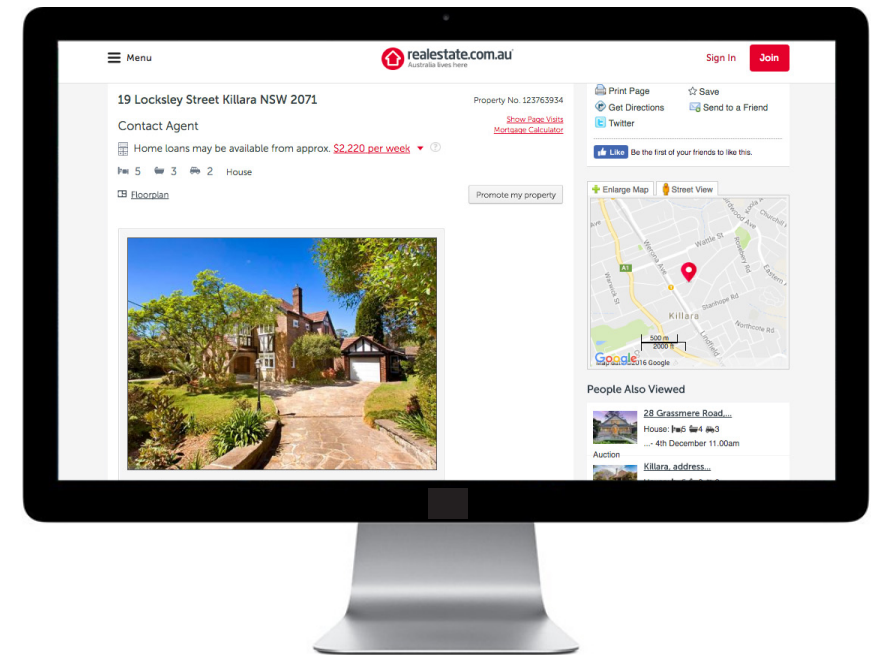
- no delay in marketing new property listings (property profiles are generated nearly instantly).

Elegant

- Realwords creates property descriptions that are unique, designed to sell and are effective.

Efficient

- Realwords creates property profiles nearly instantly, which allows agents to spend more time selling and less time doing marketing admin.



Competition

To get property profile descriptions, real estate agents can:

1. Write profiles themselves

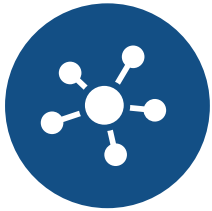
- Time consuming
- Difficult
- Takes agent away from selling, or

2. Pay a writing service

- Expensive
- Takes at least 24 hours

Competitive Advantage

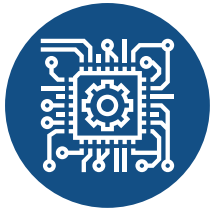
Realwords stands out from the crowd:



Cutting edge internet-based software



Produces property descriptions in a format designed to sell the property



Natural Language Generation engine allows for property descriptions to be unique



Easy to use - agents simply need to click options on a website to produce profile



Fast - property descriptions are produced nearly instantaneously

User Acquisition

Realwords will gain subscribers by:

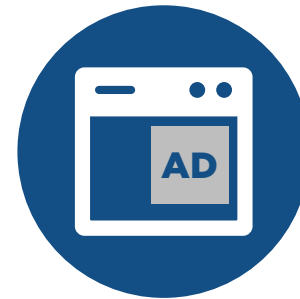
1. Approaching real estate agents directly



Email



Phone



Targeted Online Ads

2. Working with state based industry bodies

REIQ to contact members directly

Meet the team



James Mackay

General Manager



Derek Hayward

Sales Director