



Realwords.co

Our software generates the text for real estate ads



We've been doing online advertising for real estate agents for 2 years.

Jimmy and Derek Background


Publish PDF

Optomo - started and sold


Always looking to improve things and make things easier




PDF

publish  pdfpro

Easily convert any document to a PDF!

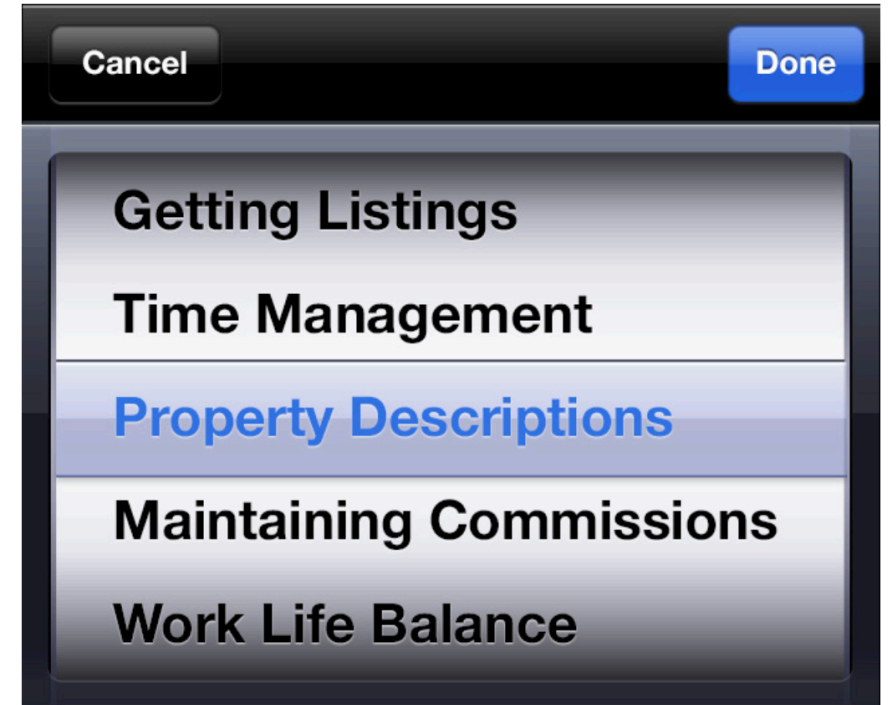


- Secure documents**
with password protection
- Protect appearance**
of your documents
- Print documents**
exactly as they were intended
- Reliably distribute**
documents anywhere in the world



Existing Problem

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





30/13-19 Pastoral Cir
Price Guide \$430,000
1 1 1 Unit
Floorplan Virtual

Matt Carpenter
02 9688 8...
View profile

19 Batten Street California Gully Vic 3556

AUCTION
1 1 House
Auction: Thu 06-Apr-17 6:30PM Save to Calendar

Mitch Balnaves
0428520...
Facebook
LinkedIn
View profile

Brent Mason
0466897...
Facebook
Twitter
LinkedIn
View profile

Ray White - Bendigo
27 Queen Street
Bendigo, Vic 3550
View Agency Profile
Email Agent

30/13-19 Pastoral Circuit Pernu
TOP LEVEL EXECUTIVE UNIT - OPEN
VIEW SAT 08/04/2017 1-1.30PM
Here is the ideal top-standard executive building with secure underground parking, captures the best of light and air-flow, plan design and high ceiling delivers a

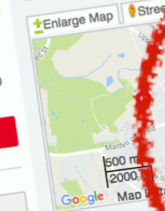
19 Batten Street California Gully
Quaint, Quiet and will go quick!

- newly renovated and presents nicely in a quiet location
- endless investment opportunities attached
- situated on approx 510 sqm of land
- comprises of one bed with BIR and one bathroom
- practical kitchen with ample cupboard space, dishwasher and electric stove top
- gas, telephone/internet services connected + water tank and pump

View Sold Properties for this Location
View Auction Results

Open for Inspection Times
No inspections are currently scheduled.
Contact the agent to arrange an appointment.

Print Page Save
Get Directions Send to a Friend
Twitter
Like Sign Up to see what your friends like.



Ray White - Bendigo
Our young and enthusiastic Ray White Bendigo team builds strong relationships based on trust, acting in an honest and ethical manner. With industry knowledge and ability to market and negotiate the very best price for your property we know that

8081 Riverside Drive Sanctuary Cove Qld 4212
\$4,850,000
5 6 6 House
Floorplan

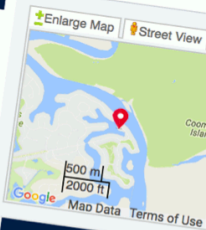
Property No. 124901482
Show Page Visits
Mortgage Calculator

Print Page Save
Get Directions Send to a Friend
Twitter

Like Sign Up to see what your friends like.

Nikki Dunlop
0487 769
Facebook
Twitter
LinkedIn
View profile

Harcourts Coastal
Harcourts Coastal - Gold Coast
16 Queensland Ave, 331 Hope Island Rd, 12 Grice Ave
Broadbeach, Qld 4218
View Agency Profile
Email Agent



8081 Riverside Drive Sanctuary Cove
Opulent at its finest

This luxurious waterfront home has been architecturally designed and constructed to create a truly unique ambience. Starting with the natural limestone flooring greeting you from the gatehouse & continuous throughout each level, statement timber finishes & fine window furnishings giving this home a warm homely feel whilst offering a lifestyle and way of living that does not compare to any other. Inside or out this home effortlessly combines into one serene space that boasts sprawling living options. The features of this home are endless with functional design and meticulous craftsmanship evident throughout. Offering 5 spacious bedrooms plus home office with potential of 6th bedroom, 3 fabulous open design living areas, gymnasium/ media and multiple under cover entertaining areas. The kitchen with butlers pantry would delight the finest chef boasting an array of European Miele appliances. Serve restaurant style meals out of this fantastic space while your guests enjoy a beverage in the opulent formal living space. There is plenty of room for all of the toys - offering a six + car basement as well as a deep water mooring for the largest of vessels. on a 904m2... show more

Open for Inspection Times
No inspections are currently scheduled.
Contact the agent to arrange an appointment.

Harcourts Coastal - Gold Coast
Harcourts Coastal are the proud winners of the prestigious 2016 REIQ Large Residential Agency Award. Welcome to the Harcourts Coastal - 3 Offices - 1 Team. With 3 high profile offices at Broadbeach, Hope Island and Paradise Point no other agency on the Coast deals with a wider range of properties.
Harcourts Coastal - Gold Coast
16 Queensland Ave, 331 Hope Island Rd, 12 Grice Ave
Broadbeach, Qld 4218
View Agency Profile
Email Agent

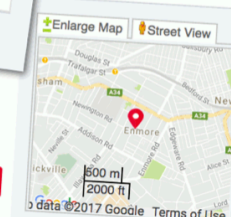
Jonathan Viewey
0468 947...
View profile

Jonathan Viewey
0400 655...
View profile

Newtown
308/3 Gladstone Street
Newtown, NSW 2042
View Agency Profile
Email Agent

12 Alma Avenue Marrickville

Open for Inspection Times



VIEWEY

Why are these text ads a problem?

- Agents aren't very good at writing them
- Slow to put listings on market
- Productivity
- High cost of outsourcing manually

Cost of descriptions



Time agents save with Realwords is worth more than the money they spend on the software.

The Solution

Software that generates the text for property ads based on what real estate agents enter into a form.



How it works

Natural Language Generation (NLG) is the process of turning data into sentences written in proper English.

Realwords is proprietary software with an NLG algorithm tailored to produce text ads for real estate.

How? NLG explained

1

DISCOURSE PLANNING

- Data Collection



2

SENTENCE PLANNING

- Choose words and structures



3

REALISATION

- Intonation, formatting, determine form of output

NLG every day

InvestorZone

HOME MARKET STOCKS INVESTING TRADING ETFS FOREX COMMODITIES

TRADE ALERTS

MARKET

McCormick beats Street 3Q forecasts

October 2, 2014 No Comments 113 Views Market, Resources Fox Business

SPARKS, Md. – McCormick & Co. (MKC) on Thursday reported profit of \$122.9 million in its fiscal third quarter.

The Sparks, Maryland-based company said it had profit of 94 cents per share. Earnings, adjusted for non-recurring costs, came to 95 cents per share.

The results topped Wall Street expectations. The average estimate of analysts surveyed by Zacks Investment Research was for earnings of 81 cents per share.

The spices and seasonings company posted revenue of \$1.04 billion in the period, which also topped Street forecasts. Analysts expected \$1.03 billion, according to Zacks.

McCormick expects full-year earnings in the range of \$3.30 to \$3.37 per share.

McCormick shares have declined nearly 5 percent since the beginning of the year, while the Standard & Poor's 500 index has increased slightly more than 5 percent. The stock has increased 1 percent in the last 12 months.

This story was generated automatically by Automated Insights (<http://automatedinsights.com/ap>) using data from Zacks Investment Research. Full MKC report: <http://www.zacks.com/ap/MKC>

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Alvarado, Mercedes lead Delmarva to 6-0 win over Greensboro

Updated: June 29, 2016, 9:40 PM ET

Associated Press

Share 0 Tweet 0 COMMENTS (0) EMAIL PRINT

ESPN

Alvarado, Mercedes carry Delmarva to 6-0 victory over Greensboro -- SALISBURY, Md. -- -- Cristian Alvarado tossed a one-hit shutout and Yermin Mercedes homered and had two hits, driving in two, as the Delmarva Shorebirds topped the Greensboro Grasshoppers 6-0 in the second game of a doubleheader on Wednesday.

Alvarado (6-4) struck out eight and walked one to pick up the win.

In the bottom of the first, Delmarva took the lead on a solo home run by Mercedes. The Shorebirds then added four runs in the third and a run in the fourth. In the third, Steve Laurino hit a two-run single, while Ricardo Andujar hit a solo home run in the fourth.

Ben Meyer (1-4) went three innings, allowing five runs and seven hits in the South Atlantic League game. He also struck out one and walked one.

The Grasshoppers were blanked for the sixth time this season, while the Shorebirds' staff recorded their seventh shutout of the year.

TRADES & C

Realwords.co

Entertainer's Delight: Ideal Family Living

Nestled on a corner block in one of Townsville's most sought after locations, this beautiful three-bedroom home offers the astute buyer a truly unique opportunity. A tropical paradise, the home comes complete with a resort-style pool and established gardens.

Relax and appreciate the coolness of open plan living in this light and airy home. The huge verandah offers a fabulous entertaining area while the lower level enjoys space for three cars and includes an air-conditioned workroom.

Features include:

- 3 air-conditioned bedrooms
- Beautiful timber floors
- Modern kitchen with near-new appliances
- Granite benches and gas cooktops
- Large, dog friendly grassed yards
- 3 car storage and air-conditioned workroom
- Low traffic suburban street with mountain views
- Tropical gardens and resort-style pool

This stunning split-level home is ultra-modern and perfect for families and couples who enjoy blending tropical outdoor living with the comforts of air-conditioning.

Perfectly located, the home is within the Pimlico SHS catchment area and is just minutes to bus, shops, hospital and amenities.

Call Karren Medhurst on 0438 103 848 to experience this home for yourself.

Magnificent Estate of Grand Proportions

Beyond the charming exterior lies a spacious, elegant and impeccably renovated family home. Meticulously maintained with quality finishes throughout, this stylish residence perfectly blends space and casual elegance.

The modern kitchen is equipped with functional bench space, oven and a dishwasher. With formal and informal living areas, it will be a breeze entertaining family and guests. Quality stainless steel kitchen appliances make cooking a delight and cleaning effortless.

- Family bathroom with shower and bath
- High ceilings and polished timber floors throughout
- Fully tiled bathroom for easy cleaning
- Convenient position on the doorstep of a park
- Situated on an elevated, 580sqm block
- Garden shed for extra storage
- Water tank and established gardens
- Alfresco entertaining terrace plus flower gardens
- Kitchen with plenty of cupboard space and gas cooking
- Close to popular cafes and minutes to major shopping centres

Perfect for entertaining family and guests, this absolute gem will not last long on the market. A 3 designated car space and allocated storage area can be found on the lower level. Multiple transport options are also close at hand to make getting around easy and efficient.

Please contact Karren Medhurst on 0438 103 848 at any time to enquire about this amazing family home.

How many bedrooms does the property have?

1 2 3 other

How many bathrooms?

1 2 3 other

How many car spaces are there?

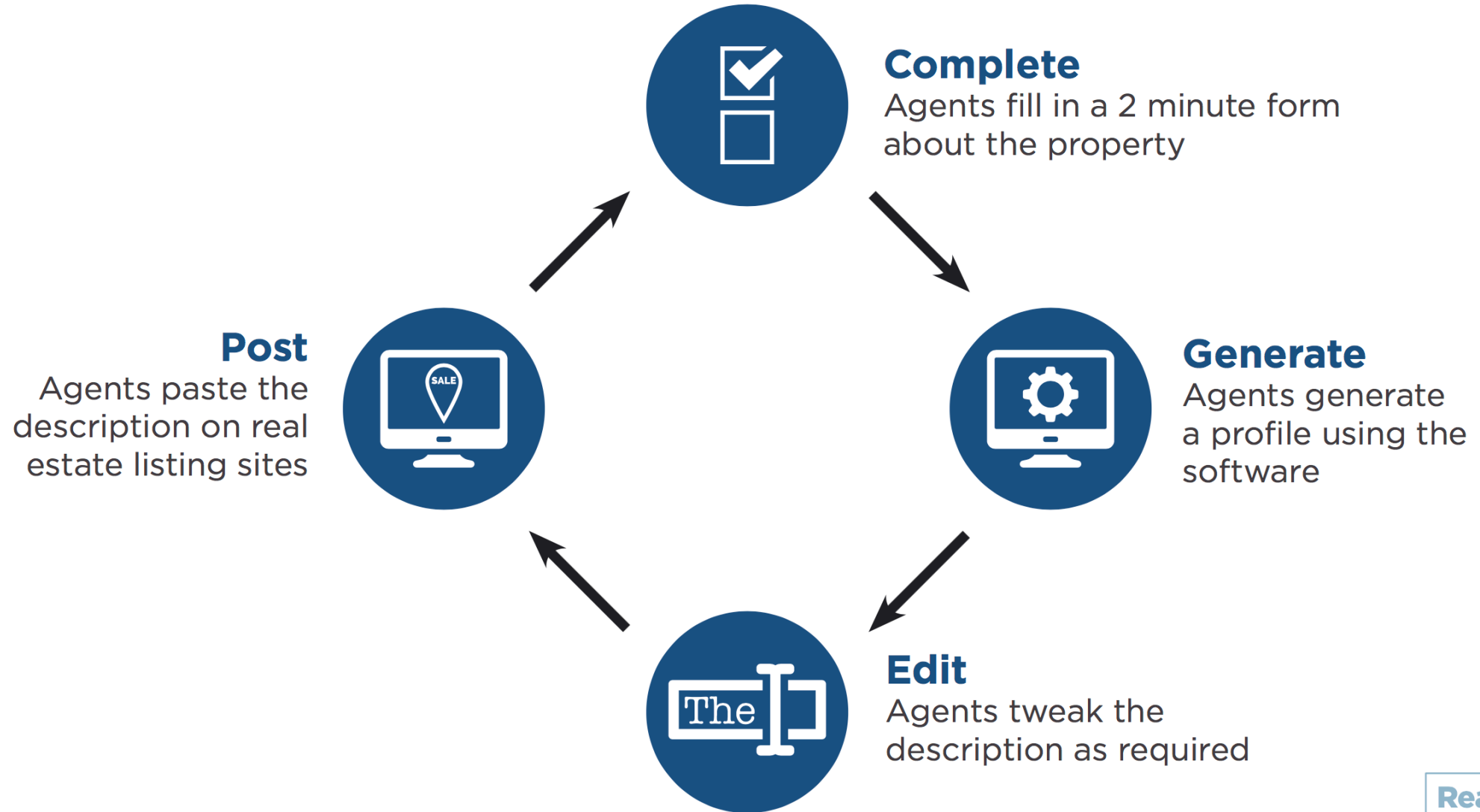
1 2 3 other

What floor is the apartment on?

1 2 3 other

What is the property?

How it Works



Benefits of Realwords

Faster

- No delays

Elegant

- Effective descriptions

Efficient

- Nearly instant

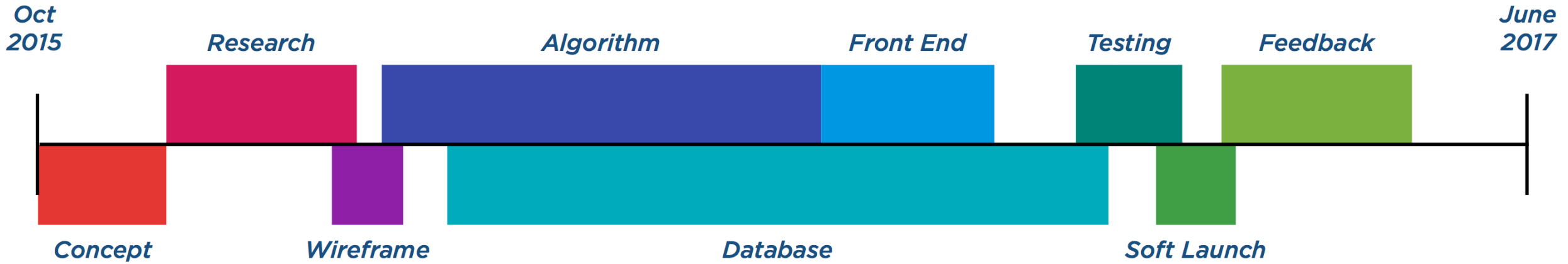


Getting this right has taken a LONG time!

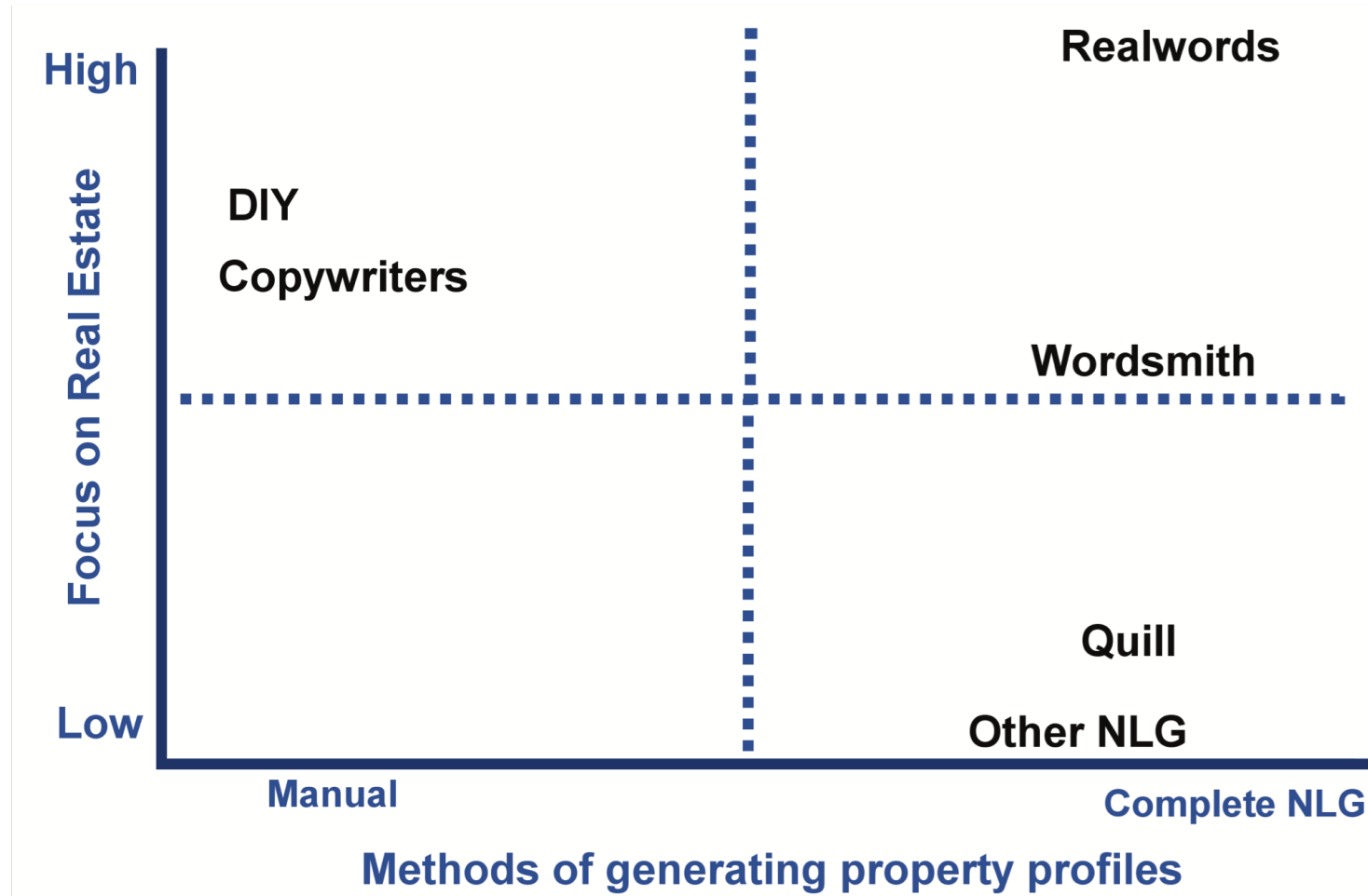
First mover advantage = 12 month head start



Development Timeline



Competitive Ecosystem



**But NO
Real Estate**

Competitive Advantage

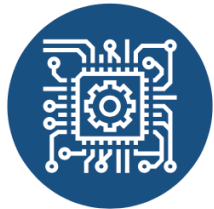
Realwords stands out from the crowd:



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

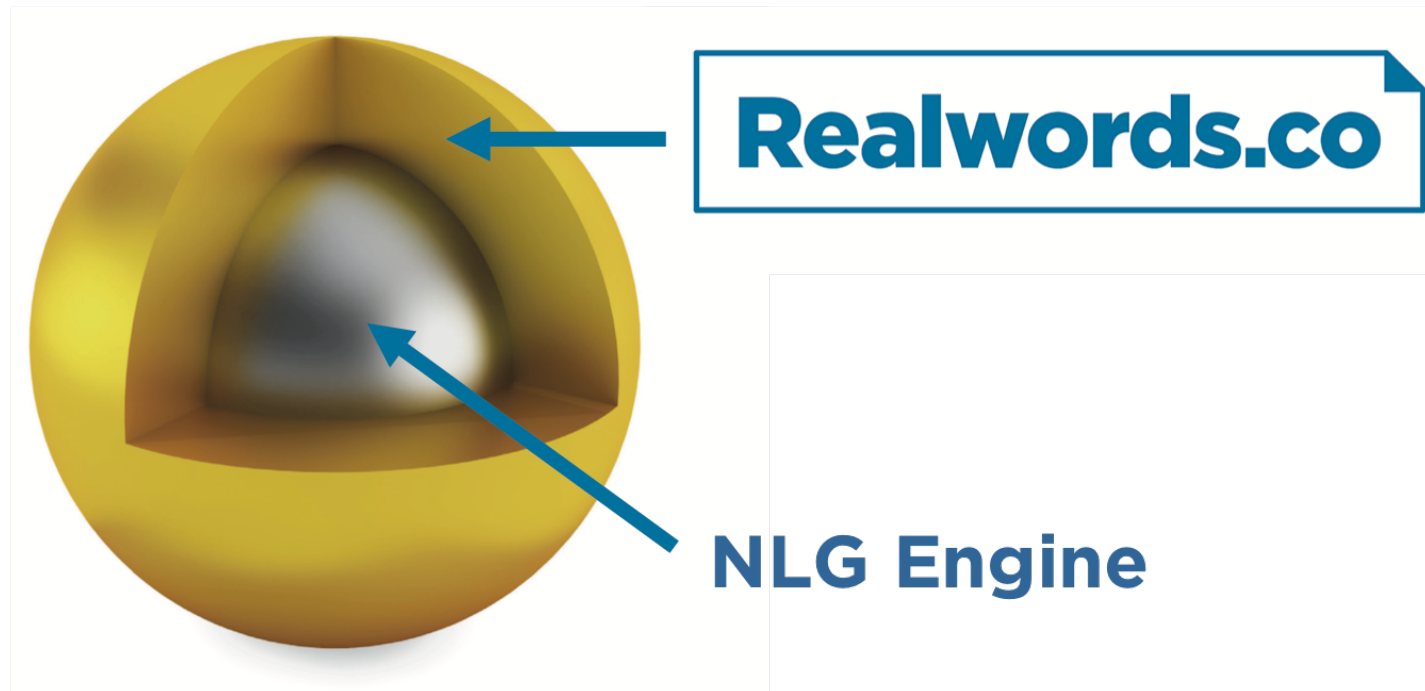
Our technology has two parts

PPROGEN

- The Natural Language Generation software “engine”

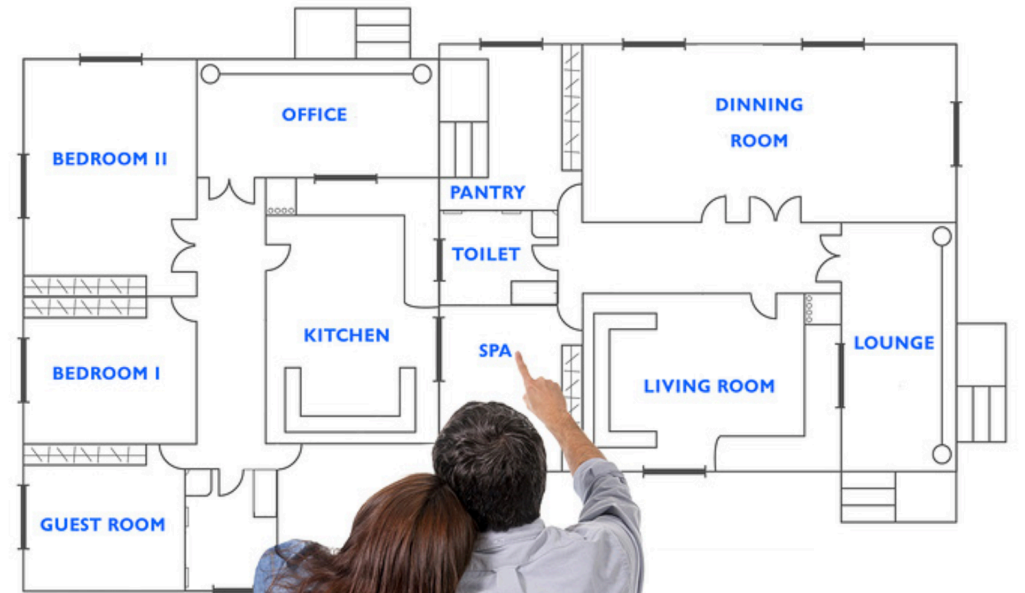
Realwords

- The “shell” that faces the user and makes the software real estate specific



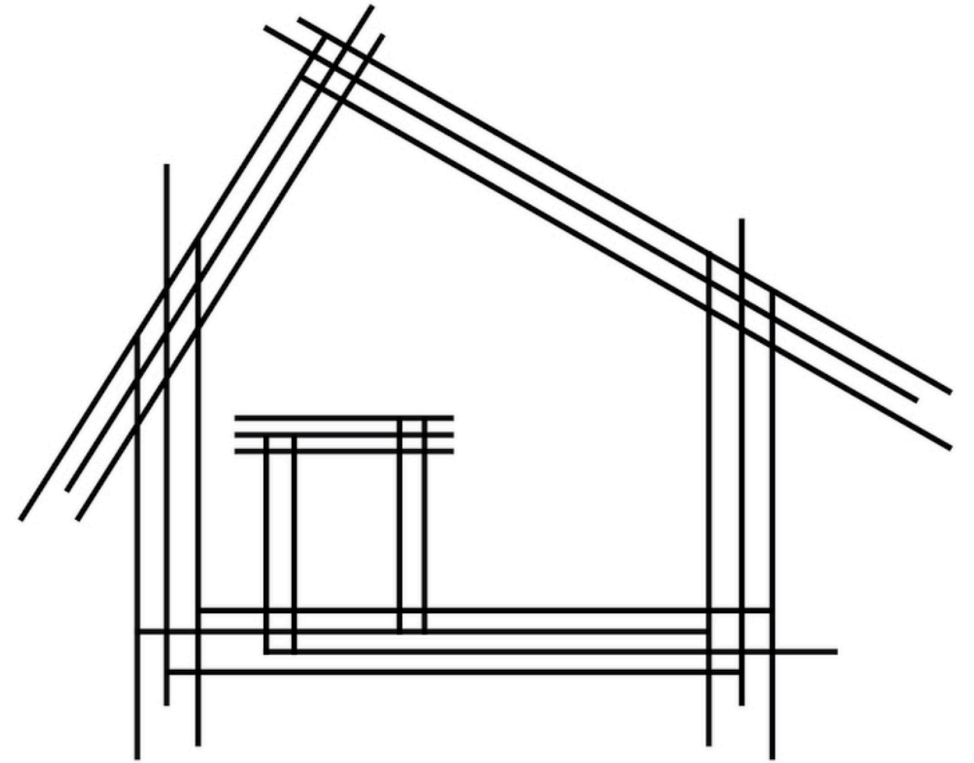
Why Real Estate, now?

- Growth of AI
- Shift to outsourcing
- Agents looking to stay on leading edge of tech
- Agents spend a lot on marketing already



Market Summary

- **64,000** real estate agents in Australia (ABS)
- **\$5,000** spent on marketing per home (Open Agent)
- Nearly **300,000 homes** are available for sale in Australia at any one time (Corelogic RP Data)
- Homes sold without an agent make up only **1%** (Property Observer)



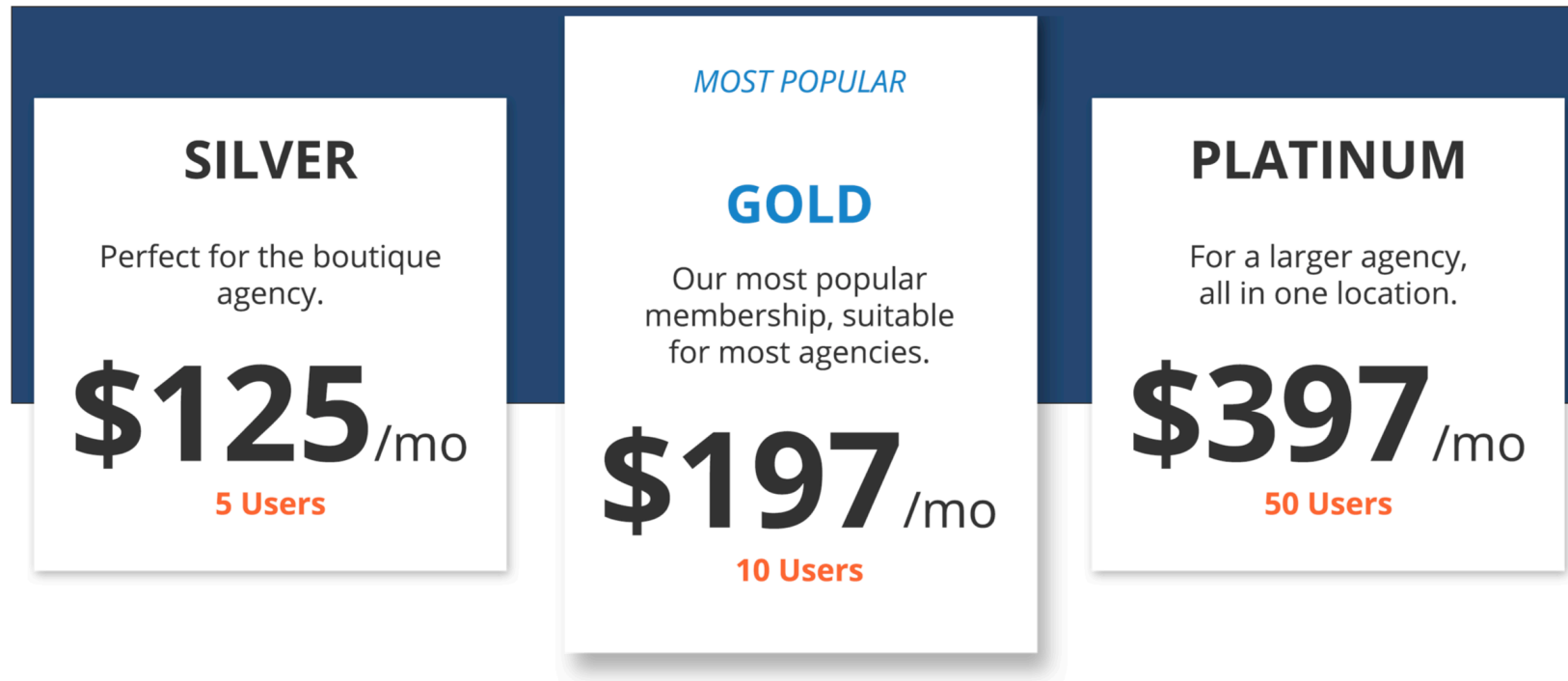
Traction... since soft-launch mid April 2017

- We've been focusing on feedback over revenue
- Refining software based on feedback
- Operating margins estimated at 95% (post development)
- Retention and repeat use is high (current customers use Realwords regularly)



Revenue Model

- Recurring monthly subscription
- Based on number of users



Customer Acquisition

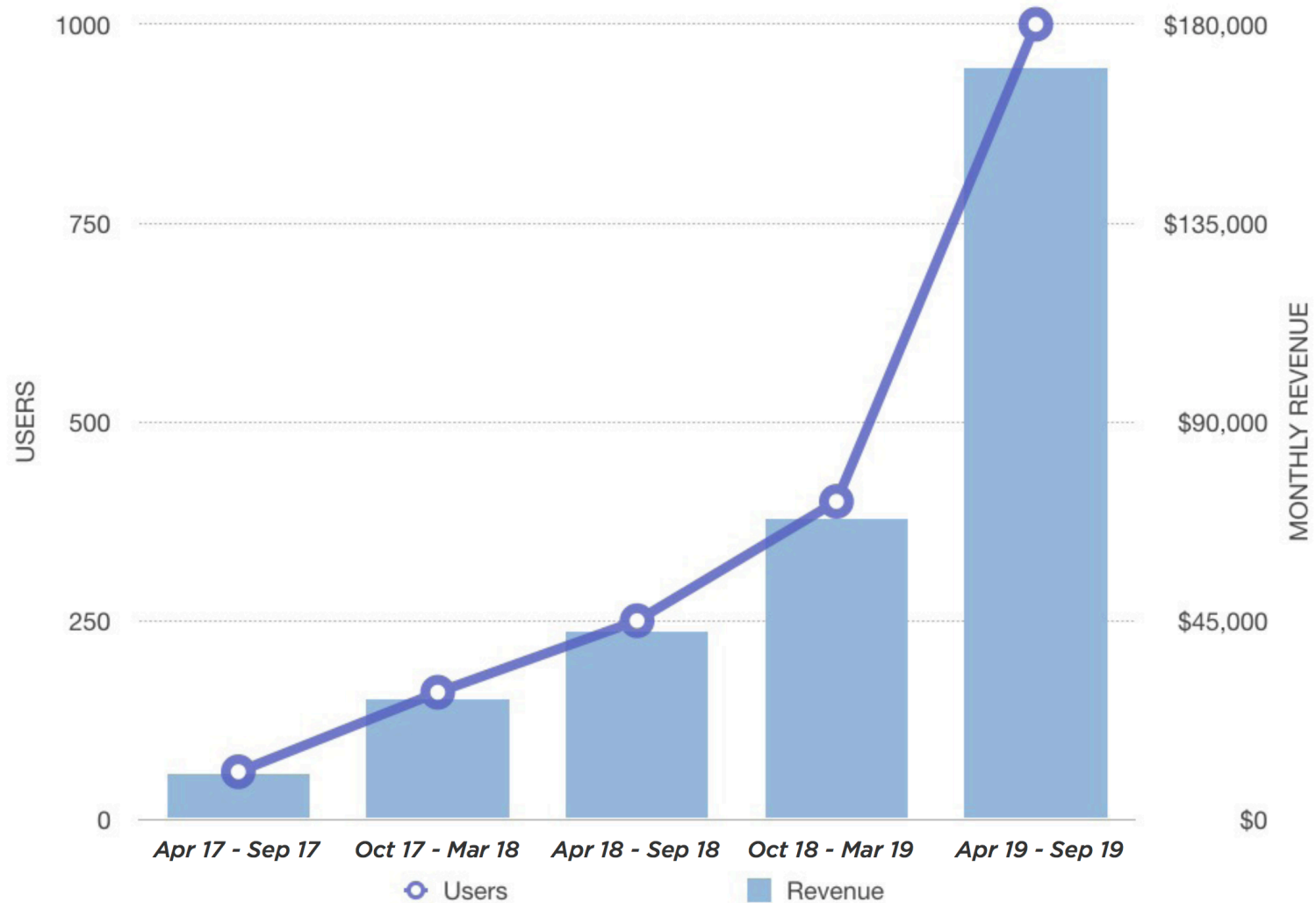


Strategic Partnerships



Digital Marketing

Forecast Financial Performance



Raise: \$300,000 Growth Capital



Use of Proceeds

Milestones

Product engineer



Product enhancements, expansion

Product simplification



Reduce churn/attrition of users

Marketing



20% MoM customer growth 2017

People



\$20k MRR by end of 2017

Why it's a good investment

- First to market
- Scalable business model
- Expansion capital to reach national market
- Expansion into other vertical markets possible



Traction... since soft-launch mid April 2017

- We've been focusing on feedback over revenue
- Refining software based on feedback
- Software has 95% gross margins
- Retention and repeat use is high (current customers use Realwords regularly)

Revenue Model

- Recurring monthly subscription
- Based on number of users

Customer Acquisition

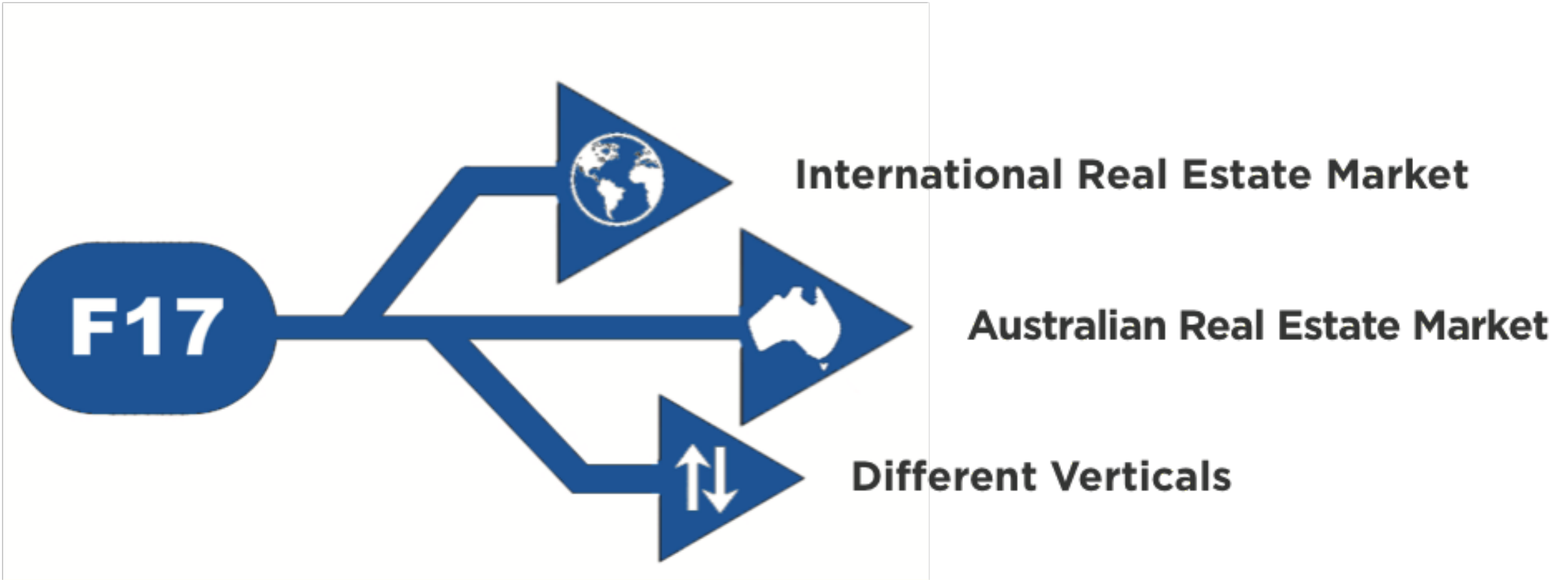


Strategic Partnerships



Digital Marketing

Options for Growth



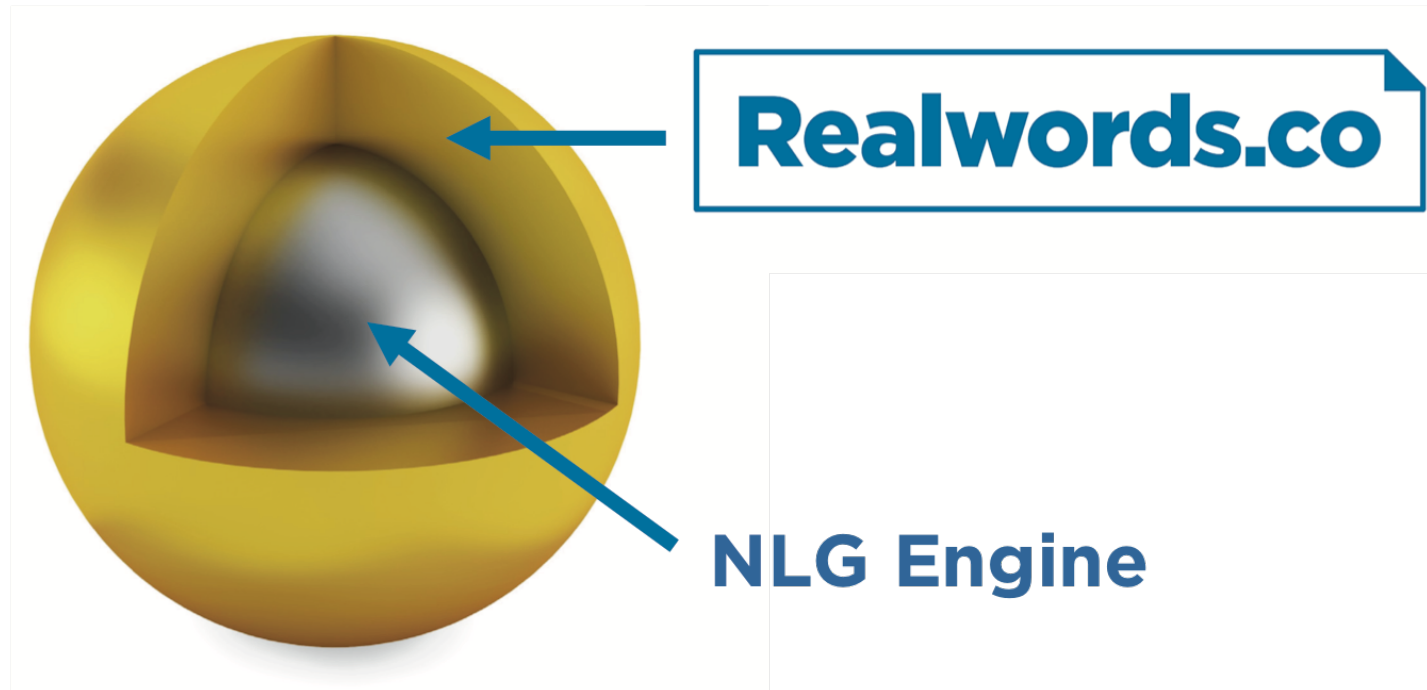
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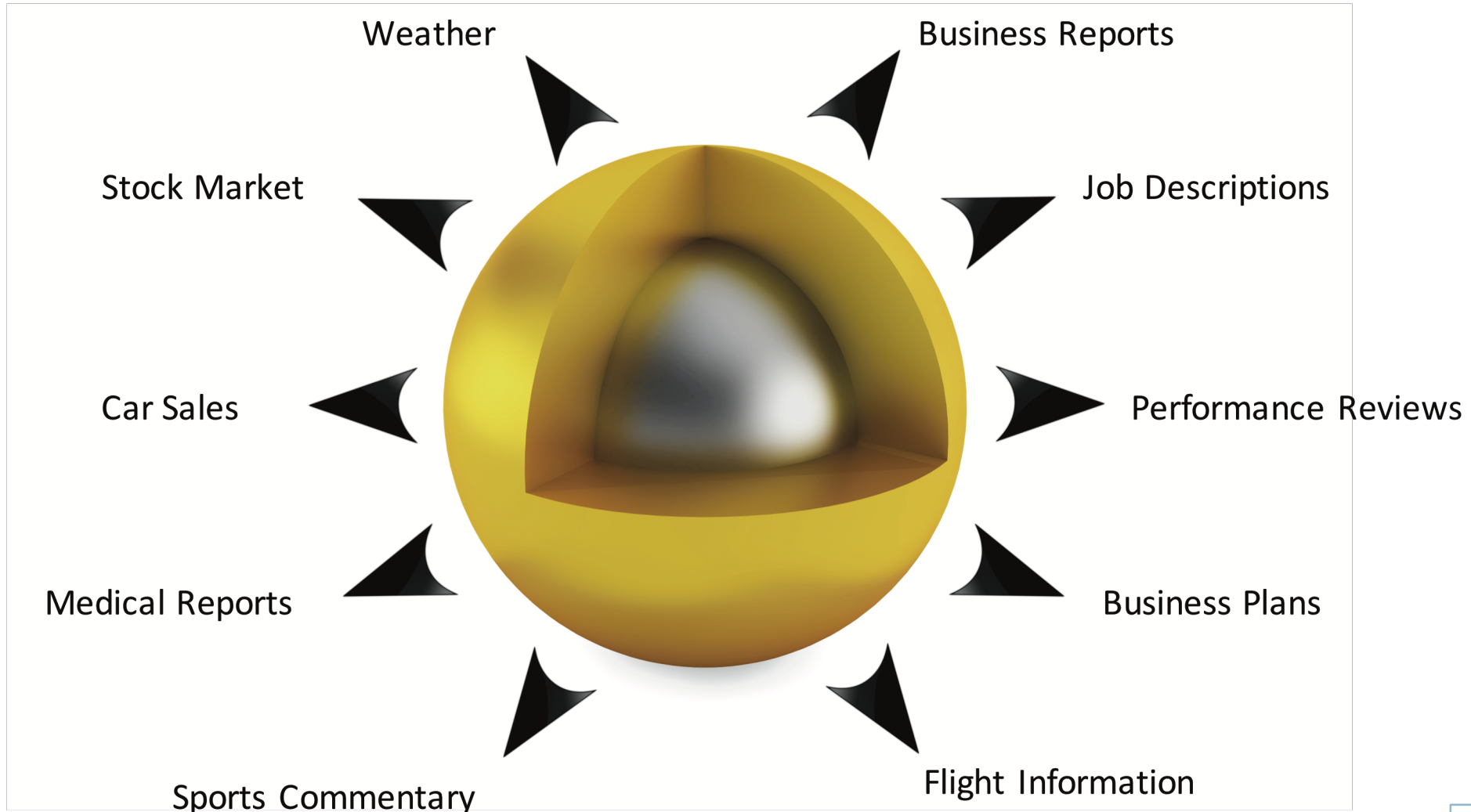
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Realwords

- The “shell” that faces the user and makes the software real estate specific



Alternative Vertical Markets



Why real estate, now?

Growth of AI

Shift to outsourcing

Agents looking to stay on leading edge of tech

Agents spend a lot on marketing already

Raise: \$300,000 Growth Capital



Use of Proceeds

Milestones

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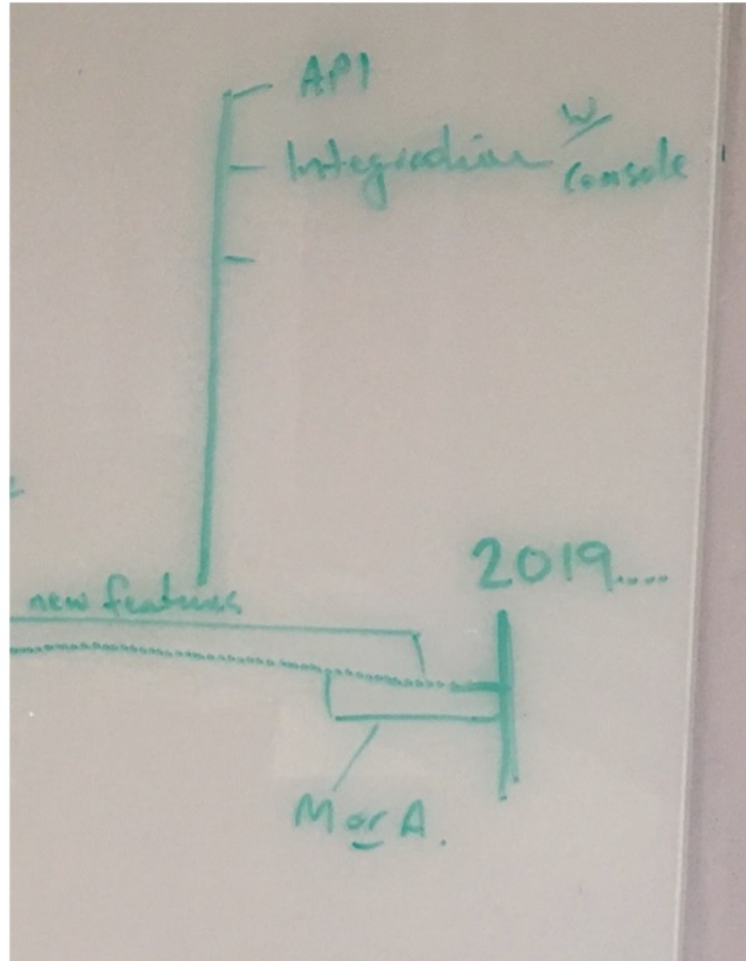
20% MoM customer growth 2017

People



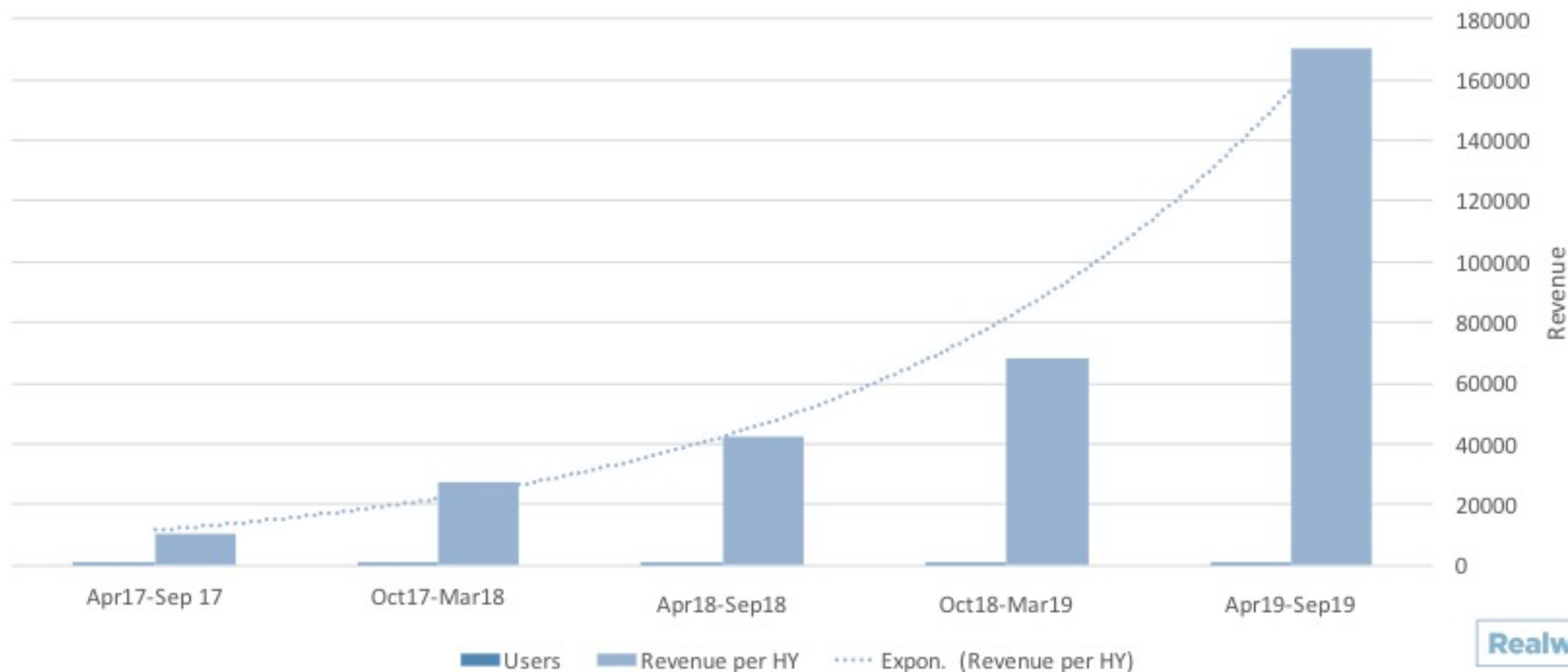
\$20k MRR by end of 2017

Timeline



Forecast Financial Performance

Apr17-Sep 17	60
Oct17-Mar18	160
Apr18-Sep18	250
Oct18-Mar19	400
Apr19-Sep19	1000



Why it's a good investment

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- Scalable business model
- Expansion capital to reach national market
- Expansion into other vertical markets possible

Who is most likely to buy this listing?



What is the best asset of this property?



Location



Neighbourhood



Block



Street



Build

