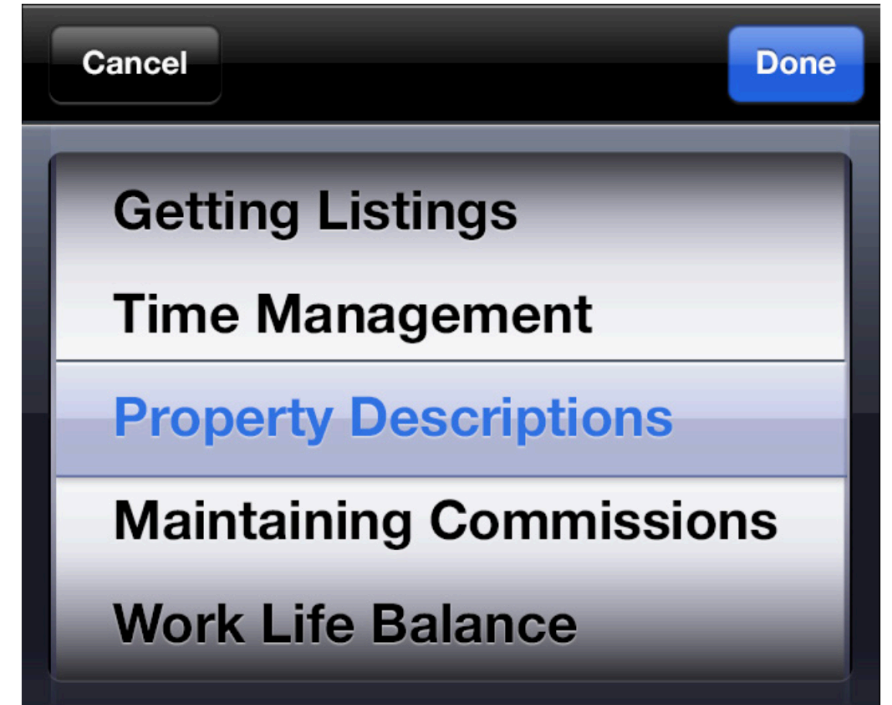# Realwords.co

Our software generates the text for real estate ads

WE PROMOTE

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

Existing Problem

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

Cancel   Done

Getting Listings

Time Management

Property Descriptions

Maintaining Commissions

Work Life Balance

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

Matt Carpenter
02 9688 8...
View profile

30/13-19 Pastoral Circuit Pem...
TOP LEVEL EXECUTIVE UNIT - OPE...
VIEW SAT 08/04/2017 1-1.30PM
Here is the ideal top-standard executi...
building with secure under-ground loc...
captures the best of light and air-flow, ...
plan design and high ceiling... delivers a...

19 Batten Street California Gully Vic 3556
Property No. 124893822
Show Page Visits
Mortgage Calculator
AUCTION
1 1 House
Auction: Thu 06-Apr-17 6:30PM   Save to Calendar
Ray White.

Mitch Balnaves
0428520...
Facebook
Twitter
LinkedIn
View profile
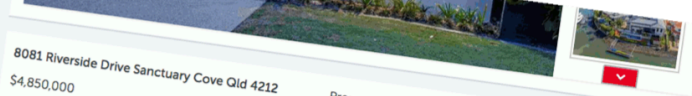
Brent Mason
0466897...
Facebook
Twitter
LinkedIn
View Agency Profile

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

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

Enlarge Map   Stree...
500 m
2000 ft
Map...
Ray W...

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 spm 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.

About 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
Property No. 124901482
5 6 6 House
Floorplan
Show Page Visits
Mortgage Calculator

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

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

Enlarge Map   Street View
500 m
2000 ft
Google Map Data Terms of Use

Harcourts Coastal

About Harcourts Coastal - Gold Coast
Harcourts Coastal are the proud winner of the prestigious 2016 REIQ Large Residential Agency of the Year award. Welcome to 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...

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

8081 Riverside Drive Sanctuary Cove
Opulence 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.

Jonathan Viewey
0468 947
View profile

Nicholas Viewey
0400 655
View Agency Profile

- Newtown
308/3 Gladstone Street
Newtown, NSW 2042
Email Agent

12 Alma Avenue Marrickville
Open for Inspection Times

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

Enlarge Map   Street View
500 m
2000 ft
data ©2017 Google Terms of Use

VIEWEY

The Solution

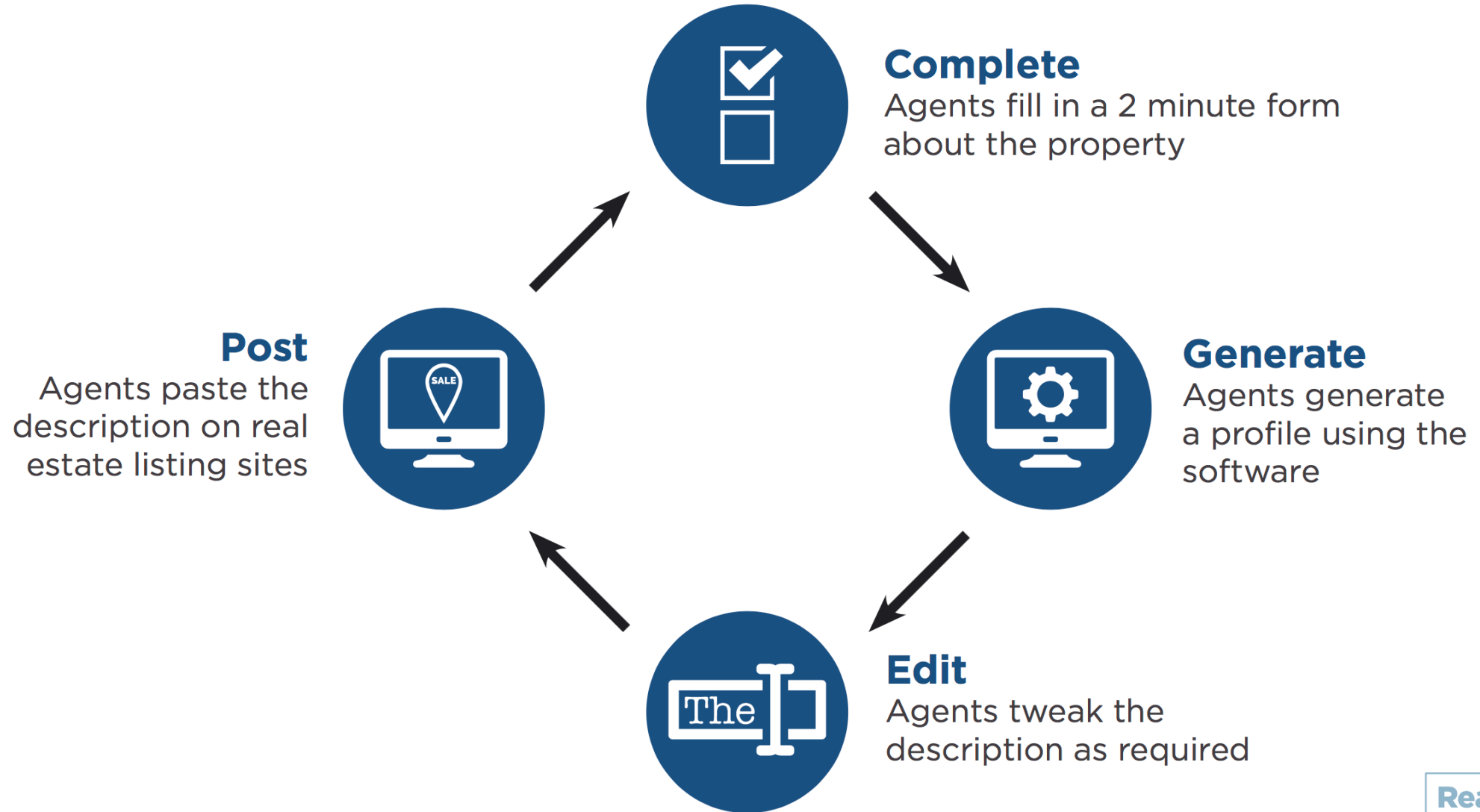*Software that generates the text for property ads based on what real estate agents enter into a form.*

Cost of descriptions

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

Realwords.co

How it Works

Complete
Agents fill in a 2 minute form about the property

Generate
Agents generate a profile using the software

Edit
Agents tweak the description as required

Post
Agents paste the description on real estate listing sites

SALE

The

Realwords.co

Benefits of Realwords

Faster
- No delays

Elegant
- Effective descriptions

Efficient
- Nearly instant

Realwords.co

Competitive Ecosystem

Methods of generating property profiles

Focus on Real Estate — High / Low
Manual — Complete NLG
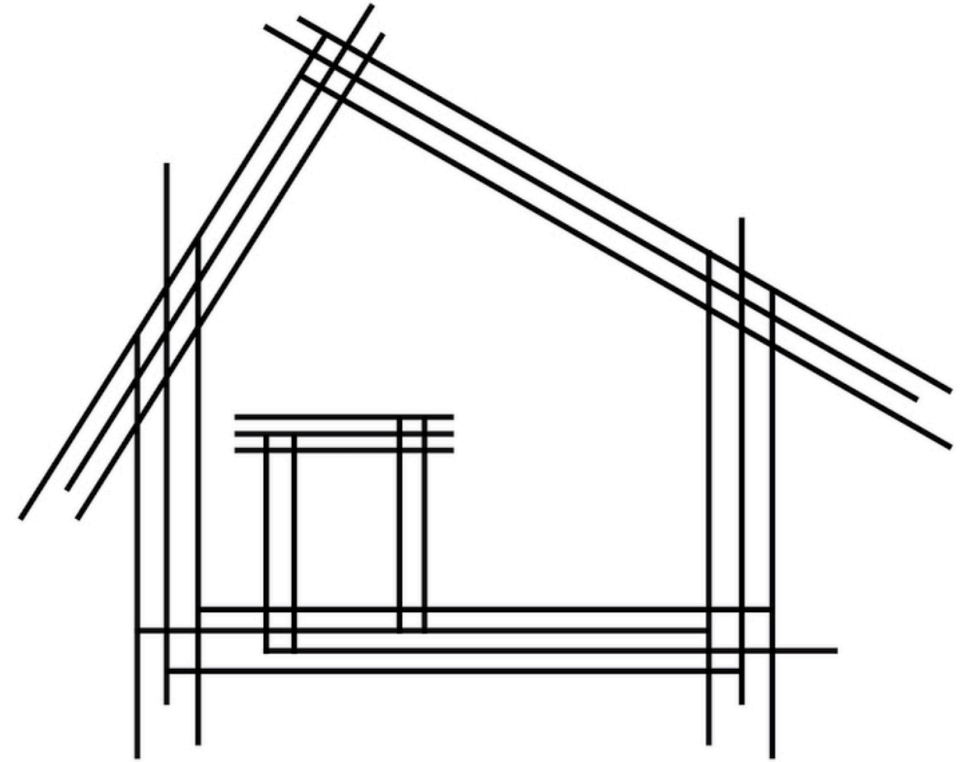
DIY Copywriters

Realwords

Wordsmith

Quill

Other NLG

Realwords.co
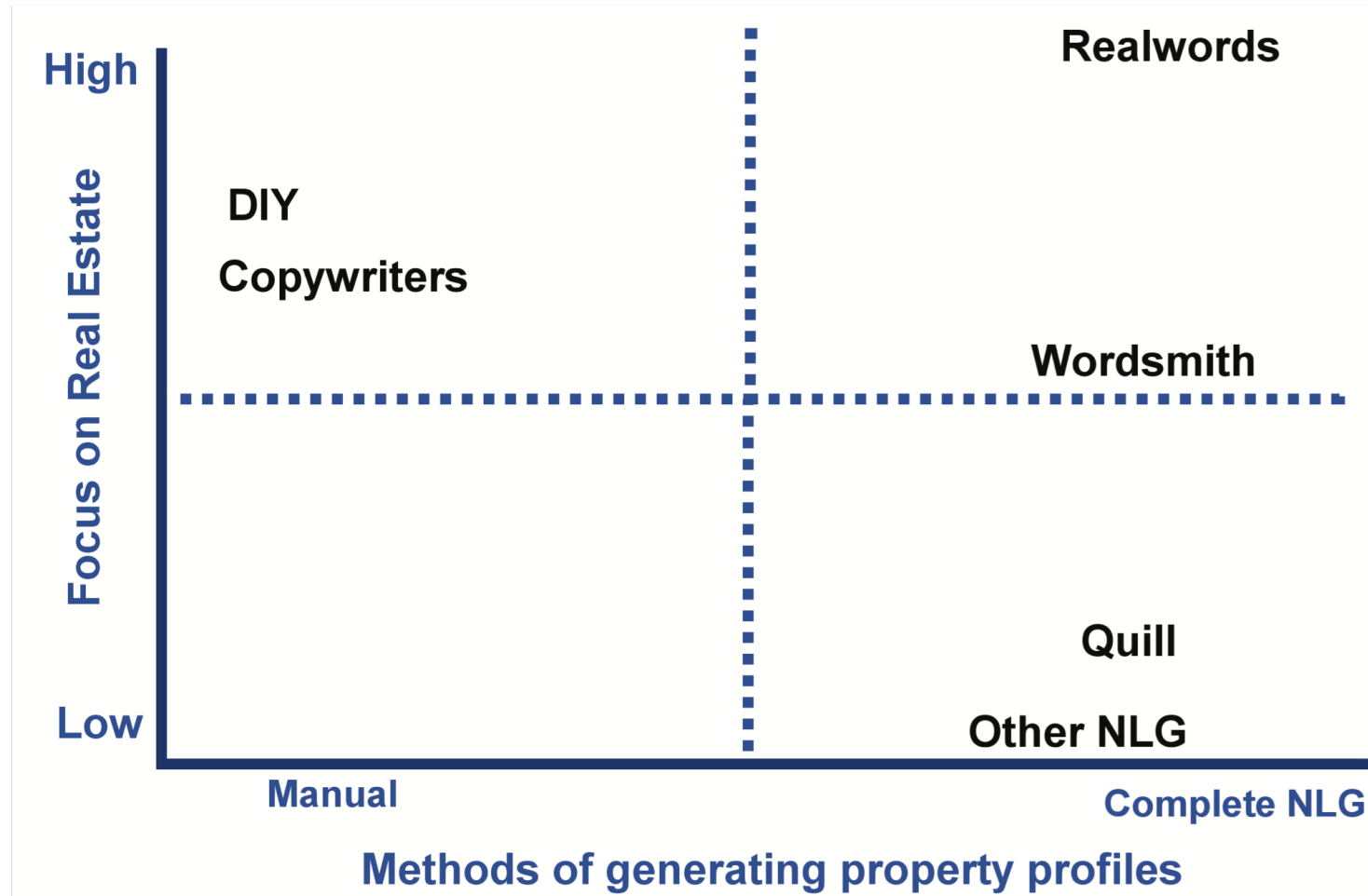
Market Summary

- **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)

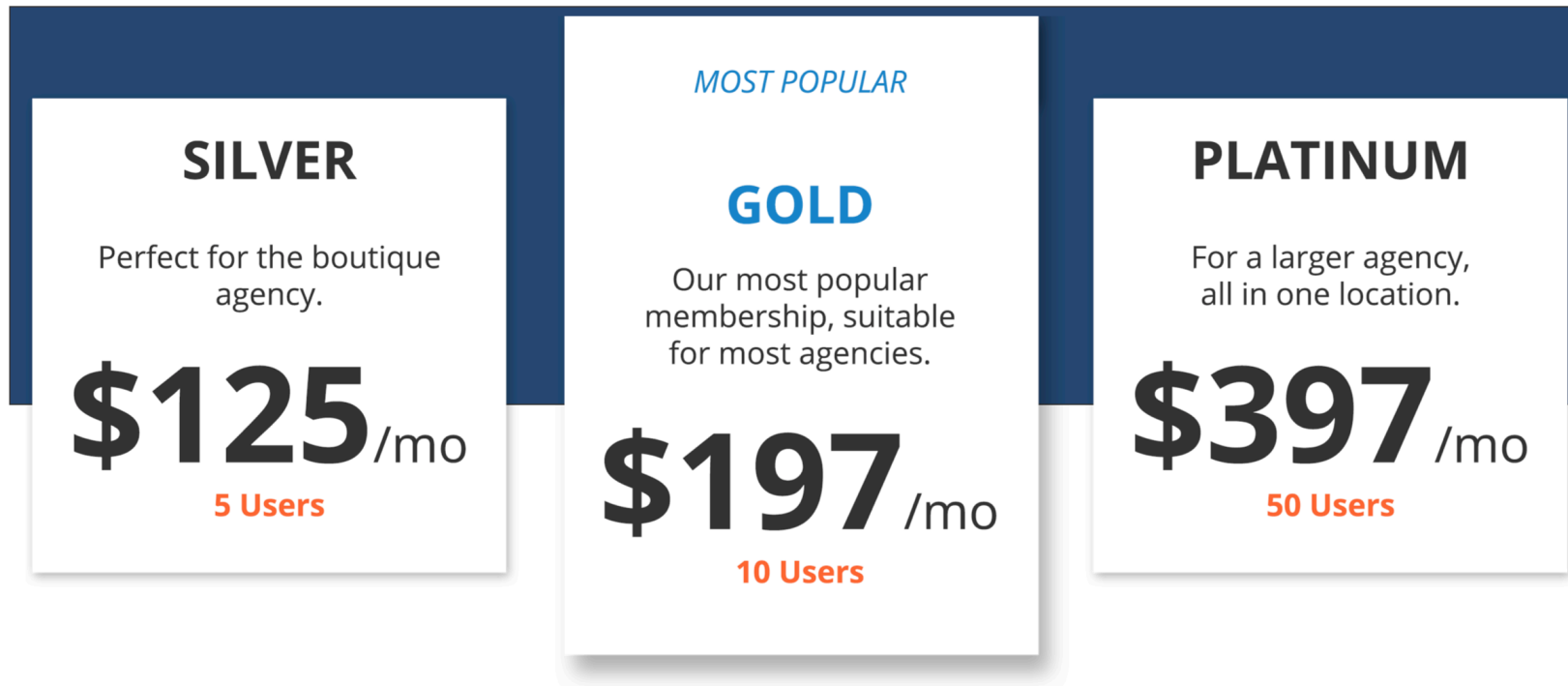- Homes sold without an agent make up only **1%** (Property Observer)

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)

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Revenue Model

- Recurring monthly subscription

- Based on number of users

SILVER

Perfect for the boutique agency.

$125/mo

5 Users

MOST POPULAR

GOLD

Our most popular membership, suitable for most agencies.

$197/mo

10 Users

PLATINUM

For a larger agency, all in one location.

$397/mo

50 Users

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Forecast Financial Performance

	Apr 17 - Sep 17	Oct 17 - Mar 18	Apr 18 - Sep 18	Oct 18 - Mar 19	Apr 19 - Sep 19

○ Users　　　　■ Revenue

Realwords.co
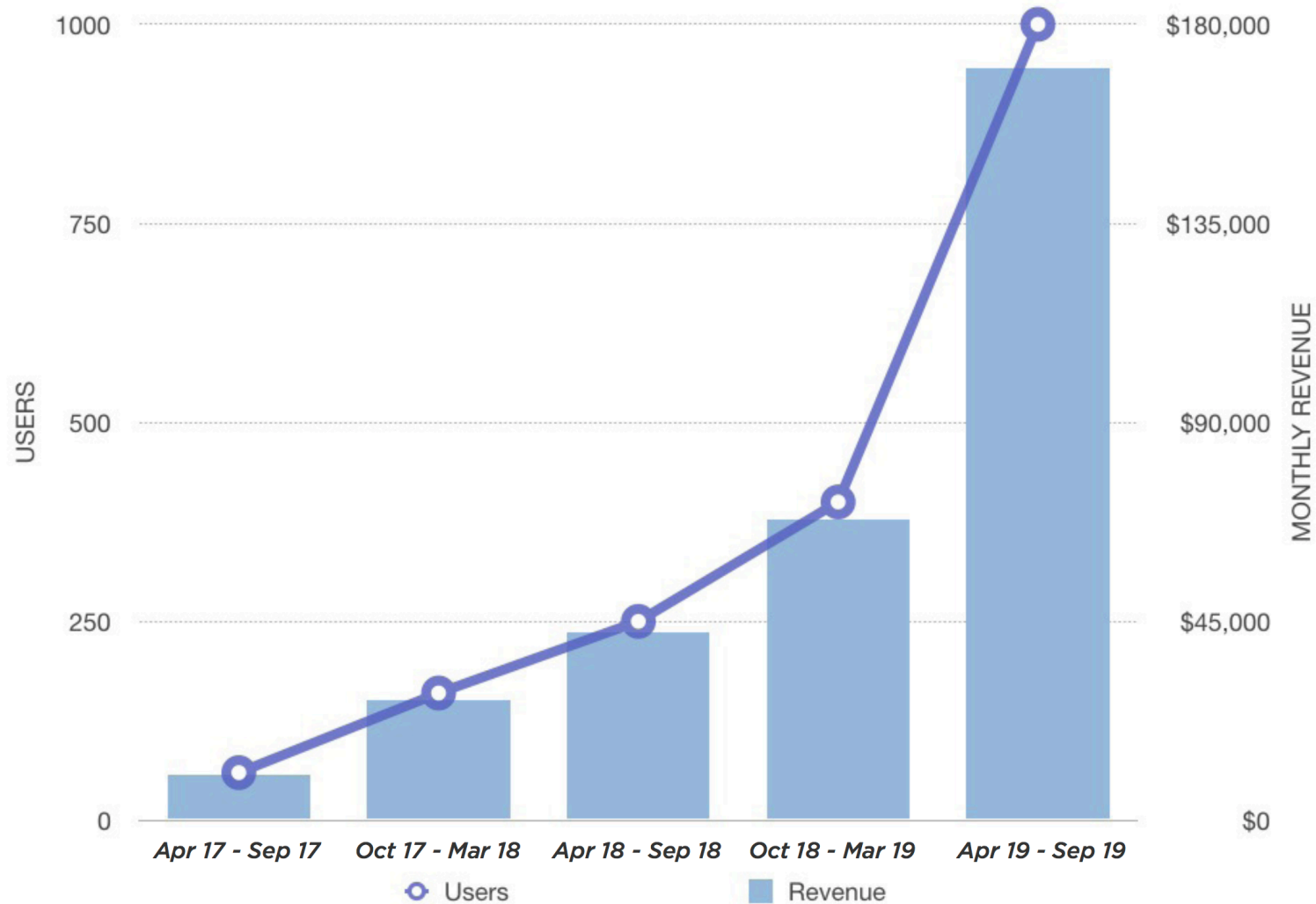
Raise: $300,000 Growth Capital

Q4 F17 — **Soft launch**

Q1 F18 — Official launch

Q3 F18 — Expansion

Q4 F19 — Exit by acquisition

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Why it's a good investment

- First to market

- Scalable business model

- Expansion capital to reach national market

- Expansion into other vertical markets possible

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