

# ATLAS AGENT

## Seed Deck

January 2025



# Buying a Home Should Be an Exciting Milestone, Not a **Stressful** One



**3 out of 10** Americans Are First-Time Home Buyers <sup>1</sup>



**9 out of 10** Realtors Lack Time for Daily Client Updates <sup>2</sup>



**45 Days** Average Time to Close a Single Transaction <sup>3</sup>



**90%** Realtors Struggle with Client Documents

Contract inefficiencies lead to lost deals <sup>4</sup>



**15 Days** Average Time to Gather Necessary Documentation

TCs and agents spend hours chasing documents <sup>5</sup>



**80%** Lack of Transparency

Clients are left confused and frustrated during the process <sup>6</sup>

# Our Customer Currently Has **No Good Solution**

### Buyers and Sellers

Home buyers and sellers experience anxiety during the process due to the lack of reliable tools that provide clear progress updates.



### Current Solution

		
Manual Transactions	Transaction Coordinators	Paperless Pipeline

### Target

		
Real Estate Brokers	Agents	Transaction Coordinators (TCs)
Struggle to scale due to inefficient processes.	Face challenges in delivering a seamless client experience.	Spend excessive time on deals due to the lack of reliable progress tracking tools.

## Our Opportunity

The real estate transaction process is outdated, slow, and frustrating. With rising demand for automation, transparency, and efficiency, this market is primed for disruption.



# Save Time, Reduce Chaos

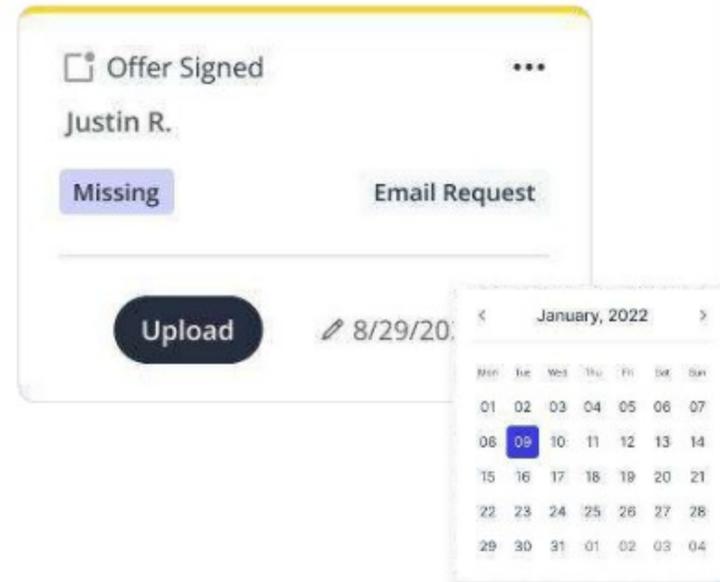
## 360 View of All Documents

Increases visibility of processes by auto-requests documents from clients and stakeholders.



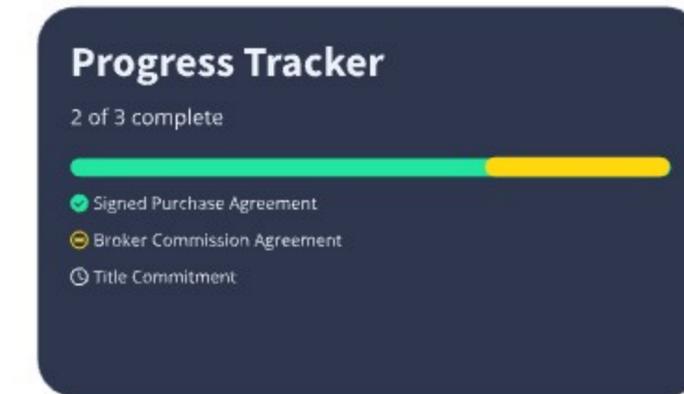
## Intelligent Reminders and Notifications

Keeps timeline and deadlines on schedule by automatically reminds clients and agents of deadlines.



## Transaction Progress Tracker

Standardized roadmap for buyers and realtors by providing Real-time updates



## Secure Storage and Compliance

Protects all user data by Centralizing sensitive documents safe and organized.



# We Imagine a World Where Home Buying is a Peaceful Process.

Close deals **faster**, work **smarter**.

**Atlas Agent** is an AI-enabled transaction management platform designed to streamline real estate deals with automation, predictive insights, and seamless collaboration.



## Smart Automation Requests

Automates document collection and validation.



## Optimized Workflows

Proactively schedules and manages transaction timelines.



## Enhanced Client Experience

Branded, transparent progress tracking for clients.

# Atlas Agent's Unique System

**1** Under Contract

**Signed Purchase Agreement Contract**  
Broker Fee Agreement

**2** Title Review

Preliminary Title Report  
Title Insurance  
HOA Documents  
**Title Commitment**

**3** Inspection Period

Appraisal Reports  
Inspection Reports/Receipts  
Inspection Contingency Removal  
Loan Commitment

**4** Closing

Homeowners Insurance Policy  
Mortgage Payoffs  
HUD-1 Settlement Statement  
Closing Documents

# Who We Serve

Designed for Real Estate Broker Teams and Transaction Coordinators



**Brooks Eady**

Real Estate Agent

**Company:** Douglas Elliman

Proven track record of helping investors and homeowners protect and maximize their real estate investments.



**Mike Dueck**

Contractor

**Company:** Sparkling Pools of Texas

Sparkling Pools of Texas was founded by Mike, combining 20+ years of construction experience with a passion for outdoor spaces.



**Ashley Brennan**

Transaction Coordinator

**Company:** <https://realestateassistantatx.com>

Ashley efficiently coordinates each due diligence matter and expertly handles each closing requirement.

## Go to [Market Strategy](#)

Each segment represents a crucial role in optimizing transactions and market efficiency.

**50%**  
**Real Estate  
Agents**

Enhancing client engagement  
and transaction efficiency.

**40%**  
**Real Estate  
Contractors**

Streamlining project  
management for rehab  
professionals.

**30%**  
**TCs**

Automating paperwork and  
compliance for faster closings.

**20%**  
**Brokers**

Optimizing deal flow and  
regulatory oversight.



# AI-Enabled Real Estate Process

Multiplying 3 Multi-Billion Dollar Sectors



## Home Services Market

	TAM (Total Addressable Market)
Real Estate Agents and Brokers (Global)	\$792 billion ( <u>FactMR</u> )
Home Buyers and Sellers (U.S.)	6 million transactions ( <u>NAR</u> )
Real Estate Agencies and Firms (Global)	\$637 trillion ( <u>Content Snare</u> )



## AI-Enabled Technologies Market

Sector	TAM (Total Addressable Market)
<u>Home Services (Global)</u>	\$1.82 trillion by 2030 ( <u>Verified Market Research</u> )
<u>Legal &amp; Compliance Technology (Global)</u>	\$26.7 billion (2024), projected \$46.8 billion by 2030 ( <u>Grand View Research</u> )
<u>Financial Services &amp; Fintech (Global)</u>	\$1.15 trillion by 2032 ( <u>Fortune Business Insights</u> )

# Our Team

Our team combines expertise in real estate, technology, and customer service, positioning us to effectively tackle the challenges of real estate transactions.



**Justin Runes**

Chief Executive Officer  
Head of Leadership



**Braxton Mills**

Chief Technology Officer  
Head of Engineering



**Justin Horst**

Chief Revenue Officer  
Head of Vision



**Morgan Clarke**

Chief Product Officer  
Head of Product Direction



**Jon Flatt**

Three-time INC 500  
CEO. Built two \$100M  
companies and  
pioneered award-  
winning innovation



**David White**

30 years of experience  
guiding emerging tech  
CEOs and driving  
transformational  
strategies



**David  
Reinhold**

25 years of experience  
in product  
management for  
startup  
and growth stage  
companies



**Darin  
Swanson**

Advisor and interim  
executive partnering  
with leaders at  
hypergrowth startups



**Apryl Syed**

Optimizing for revenue  
obtainment and  
coaching. Founding  
Partner at Conversion  
Strategy Group

# Competitive Analysis

	Automation Requests	Client Collaboration	Agent + TC Focused
<b>Atlas Agent</b> Empowering real estate professionals to get deals done.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
<b>BrokerMint</b> Solution for residential real estate back-office management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Paperless Pipeline</b> Real estate transaction and commission management system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>tcDocs</b> Link transactions and listings in tcDocs to your files in Dotloop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Dotloop</b> Streamline Real estate transaction management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Jointly</b> Transaction coordination has never been so efficient. Write offers in minutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Simple, Transparent Pricing

Monthly Annual

## Agent Plan

**\$0**/mo

### Includes:

- Unlimited admins
- Unlimited clients
- 10 transactions per month
- 1 owner team

Sign Up Now

## Team Starter

**\$50**/mo

### Includes:

- **Automation Requests**
  - Unlimited admins
  - Unlimited clients
- 10 transactions per month
  - 5 owner teams

Start Free Trial

## Multi-Team Starter

**\$250**/mo

### Includes:

- **Agent Training Videos**
  - Automation Requests
  - Unlimited admins
  - Unlimited clients
- Unlimited transactions per month
  - 25 owner teams

Start Free Trial

# We Have Ambitious **Plans for 2025**

YEAR	2025	2026	2027	2028
Markets Launched	1 (Austin, TX)	3 (Austin, Seattle, San Francisco)	5 Adding Los Angeles, New York	7 (Scaling to secondary markets)
Active Users	0	2,500 Free Trial Users	10,000 Users	25,000 Users
Paid Users (Subscribers)	0	250 Paid Subscribers (10% conversion from free trials)	1,500 Paid Subscribers	5,000 Paid Subscribers
NOI	(835,741)	955,800	1,257,657	1,447,478
EGI (Revenue Goals)	\$0	\$120,000 Annual Revenue (\$10K Monthly)	\$1.8M Annual Revenue	\$6M Annual Revenue
NOI	(\$500,000) Burn Rate	\$250,000 Positive NOI	\$1M NOI	\$3M NOI
Funding & Growth	Pre-revenue	\$1.5M Seed Round Raised	\$5M Series A Expansion	Scaling toward profitability
Total Cash Flows (Unleveraged)	\$ (2M Burn)	\$ 250K Positive Cash Flow	\$ 1.5M Cash Flow	\$ 4M Cash Flow

**Expand into 5 Key U.S. Markets**  
(Austin, Seattle, San Francisco, Los Angeles, New York)

**Scale to 10,000+ Active Users Construction**  
(Accelerating user adoption through targeted marketing partnerships)

Key Strategic Milestones

**Secure \$5M Series A Funding**  
(Fueling growth, development, and team expansion)

**Launch AI-Powered Transaction Platform**  
(Enhancing automation, real-time insights)

# Our Competition

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How much money do we need?

# Seeking \$1.5M

via SAFE Note

## 35% Marketing & Growth

Digital marketing campaigns, customer acquisition, partnerships with brokerages.

## 15% Personnel

Hiring engineers, sales, and customer success teams to scale operations.

## 10% Security & Compliance

Ensuring platform data security, regulatory compliance, and real estate transaction safety.

## 25% Product Dev

AI-powered transaction automation, predictive analytics, and platform enhancements.

## 10% Research & AI Innovation

Improving AI models for transaction predictions and workflow automation.

## 5% Legal & Operations

Covering legal structuring, contracts, and day-to-day business operations.

# ATLAS AGENT

Close deals **faster**, work **smarter**.

A personalized human experience.

WELCOME TO THE FUTURE OF **REAL ESTATE**.



# Results for Real Estate Teams

Reduce  
Manual Work

Save up to 10+  
hours per  
transaction.



Faster Closings

Transactions  
close 25%  
faster on  
average.



Fewer Errors

Intelligent  
checks reduce  
document  
errors by 80%.



# Why Now?



## Adoption of Automation

Real Estate Broker Teams demand efficiency to stay competitive.



## Client Expectations

Buyers and Sellers expect transparency and speed.



## Industry Fragmentation

A clear Leader in Real Estate Transaction Technology has yet to emerge.



# Why Teams Choose Atlas Agent

- **Client-Centric:** Branded, seamless experience builds trust with clients.
- **Data Security:** Bank-grade encryption and audit logs for compliance.
- **Built for Real Estate:** Focused solutions for brokers and TCs.
- **Time Savings:** Automation reduces repetitive tasks, freeing up hours.



# Join Us in Transforming Real Estate Transactions

## Seed Round:

Kicking off fundraising mid-January.

Seeking

**\$1.5m via SAFE Note**

**Justin Runes, CEO**

408-694-7436

[justin@atlasagent.ai](mailto:justin@atlasagent.ai)



# Sources

## 1. 3 Out of 10 Americans Are First-Time Home Buyers

- Real Data: According to the National Association of REALTORS® (NAR) 2022 Profile of Home Buyers and Sellers, roughly 34% of homebuyers in the U.S. were purchasing their first home.
  - Source: [NAR 2022 Profile of Home Buyers and Sellers](#)

## 2. 9 Out of 10 Realtors Feel They Don't Have Enough Time

- Real Data: While there isn't a widely published stat that says exactly "9 out of 10," there are surveys showing that time management is a major challenge for real estate professionals:
  - NAR's Member Profile often highlights that realtors juggle multiple clients, showings, and paperwork daily. A large portion report feeling pressed for time when it comes to regular client communications.
  - Possible Source: [NAR Member Profile](#)

## 3. 45 Days Average time it takes to close on a transaction

- Real Data: The Ellie Mae Origination Insight Report frequently shows the average time-to-close on purchase loans ranges between 45–50 days. If the average is ~45 days, that suggests most transactions indeed exceed 30 days.
  - Source: [ICE Mortgage Technology \(Ellie Mae\) Origination Insight](#)

## 4. 90% of real estate agents encounter difficulties related to clients' administrative documents and contracts

- Real Data: Efficient document management is crucial in real estate transactions, yet many professionals face significant challenges in this area. A survey by Adobe revealed that 90% of real estate agents encounter difficulties related to clients' administrative documents and contracts. These challenges often lead to delays, increased stress, and potential financial losses.
  - Source: <https://blog.adobe.com/en/publish/2024/04/08/90-percent-realtors-report-challenges-with-client-documents-heres-how-acrobat-can-help>

## 5. 31% Time-Consuming Follow-Ups

- Real Data: The actual percentage will vary by firm, but surveys of loan officers and transaction coordinators frequently show document chasing consumes a big chunk of their day—anywhere from 20% to 40% of total work hours.
  - <https://www.inman.com/2021/12/09/maxwell-aims-to-help-small-lenders-simplify-mortgage-document-review>

## 6. 80% Lack of Transparency

- Real Data: "Transparency" is somewhat subjective, but consumer sentiment surveys (by Zillow, CFPB, and others) indicate the vast majority of buyers feel in the dark about certain steps of the home buying or mortgage process:
  - A 2021 Zillow survey found that over 80% of buyers experienced uncertainty about fees, closing costs, or next steps.
  - A CFPB report also noted consumer confusion around mortgage terms and closing disclosures.
  - Sources:
    - [Zillow Consumer Housing Trends Report](#)
    - [Consumer Financial Protection Bureau](#)