



ProInsightTM

Turning Real Estate Agent
Businesses Into Scalable
& Sellable Assets



The Perfect Storm

The Silver Tsunami hits real estate

34% are 60+

60% serviced by this demographic

**No Exit Strategy.
Missed Opportunity.**



Introducing Relational Tech™:

- AI-powered technology that transforms a relationship-based professional into a modern-day advisor and their business into a scalable, sellable asset.

ProInsight™



1
→

Primary Goal Selection

As a property owner, re-arrange your goals in order of priority.

≡ Capital appreciation

≡ Cash flow

≡ Tax savings

≡ Ease of investment

≡ Legacy planning

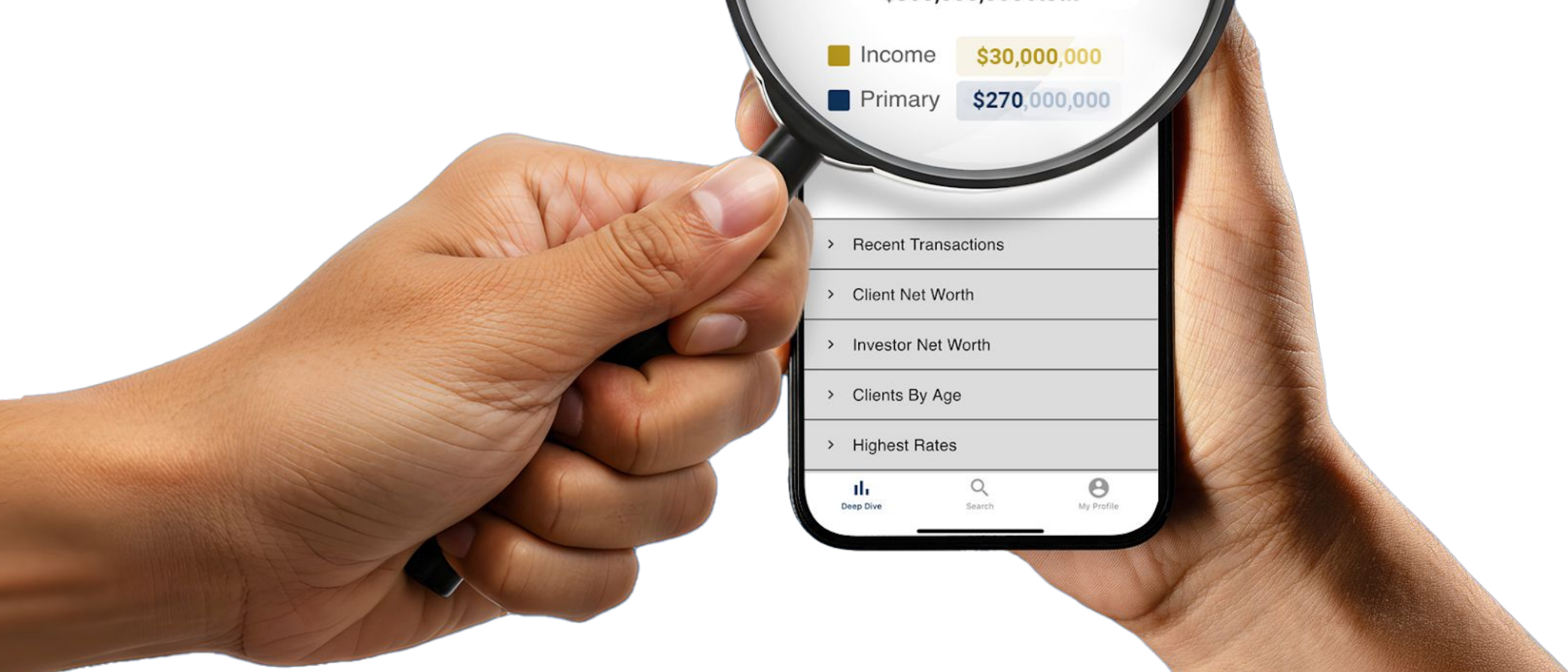
≡ Home maintenance

What is your goal for capital appreciation:

- ☐ One million equity
- ☐ 1-5 million equity
- ☐ 10+ million equity

By when do you want to achieve this goal for Capital appreciation:

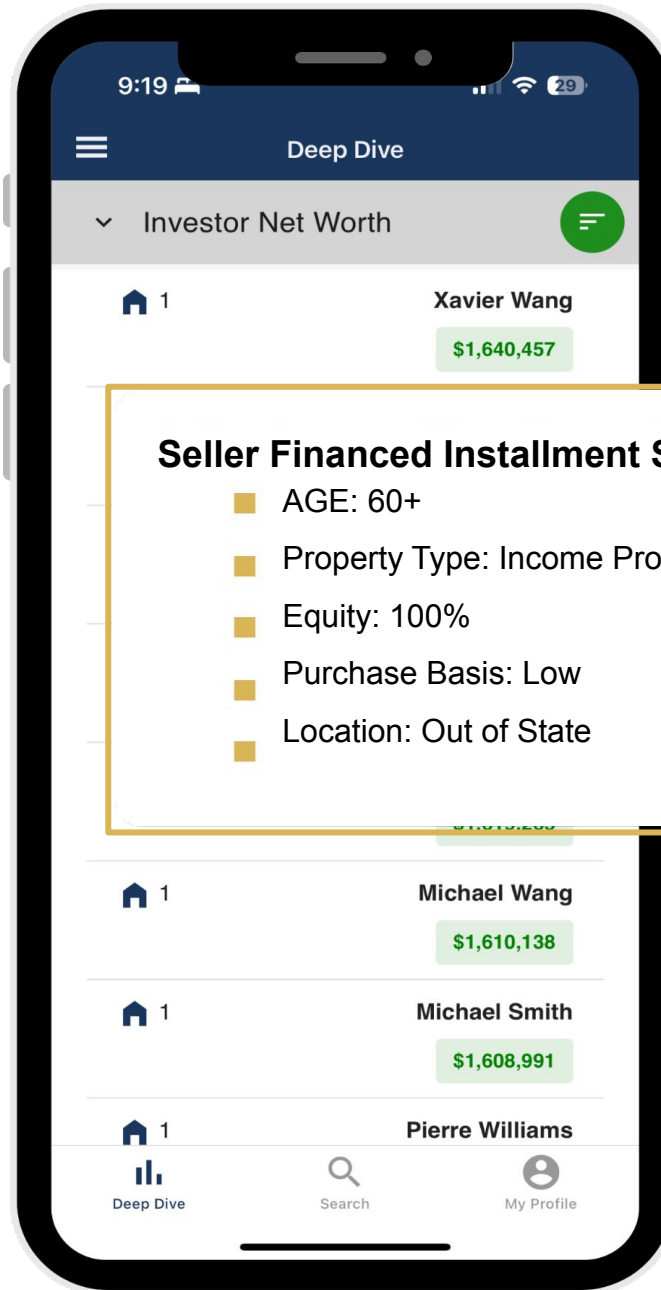
- ☐ Within 1 year
- ☐ Within 3 years

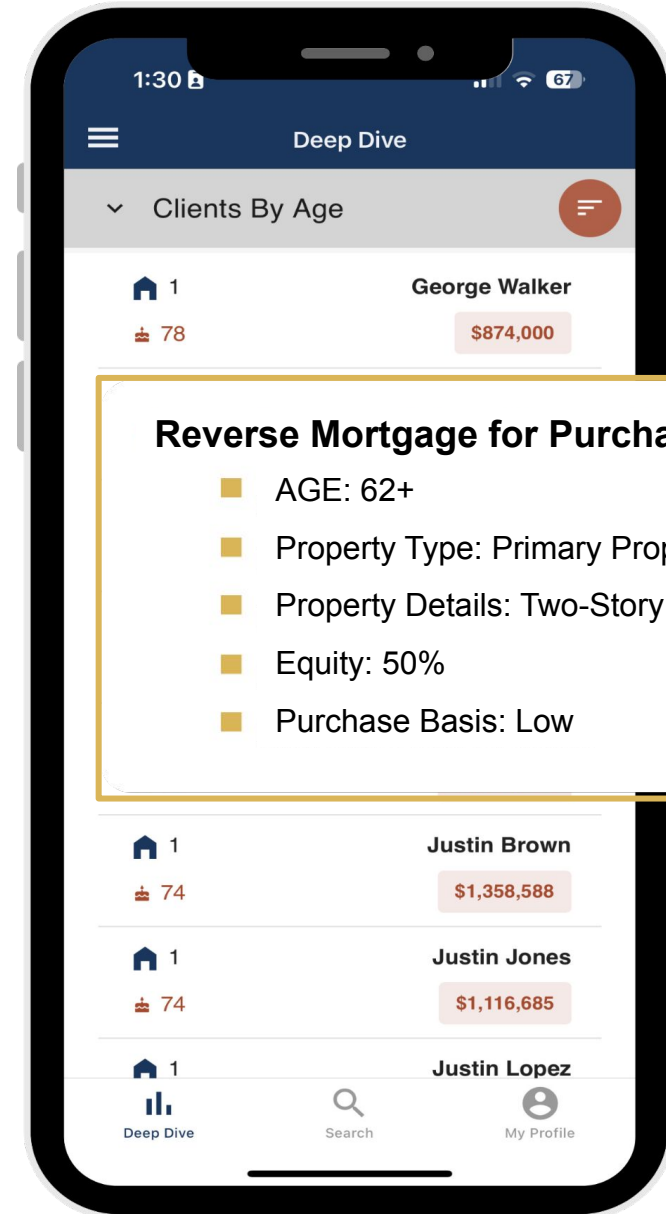
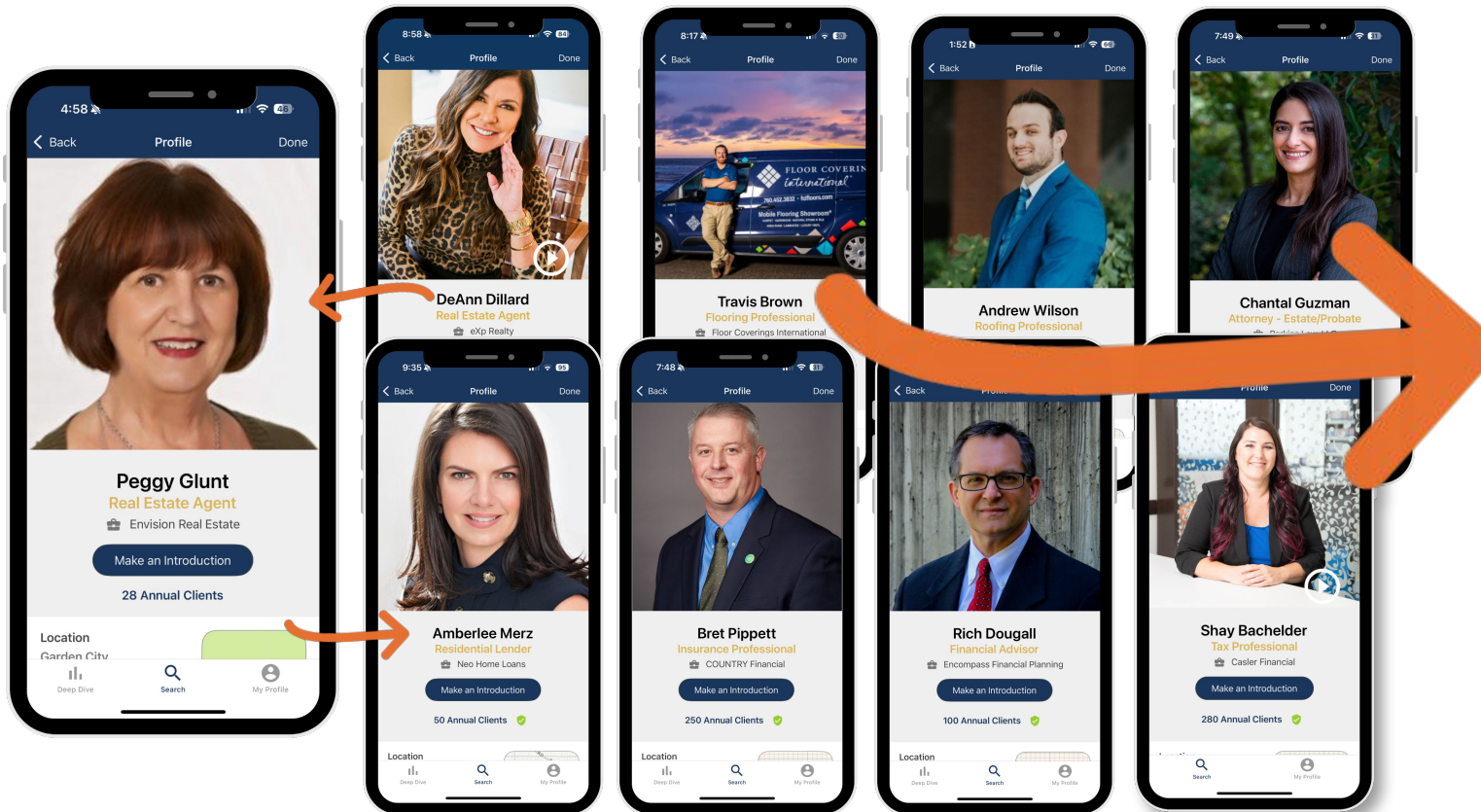


300 Clients
\$300,000,000 AUM

Income	\$30,000,000
Primary	\$270,000,000

- > Recent Transactions
- > Client Net Worth
- > Investor Net Worth
- > Clients By Age
- > Highest Rates

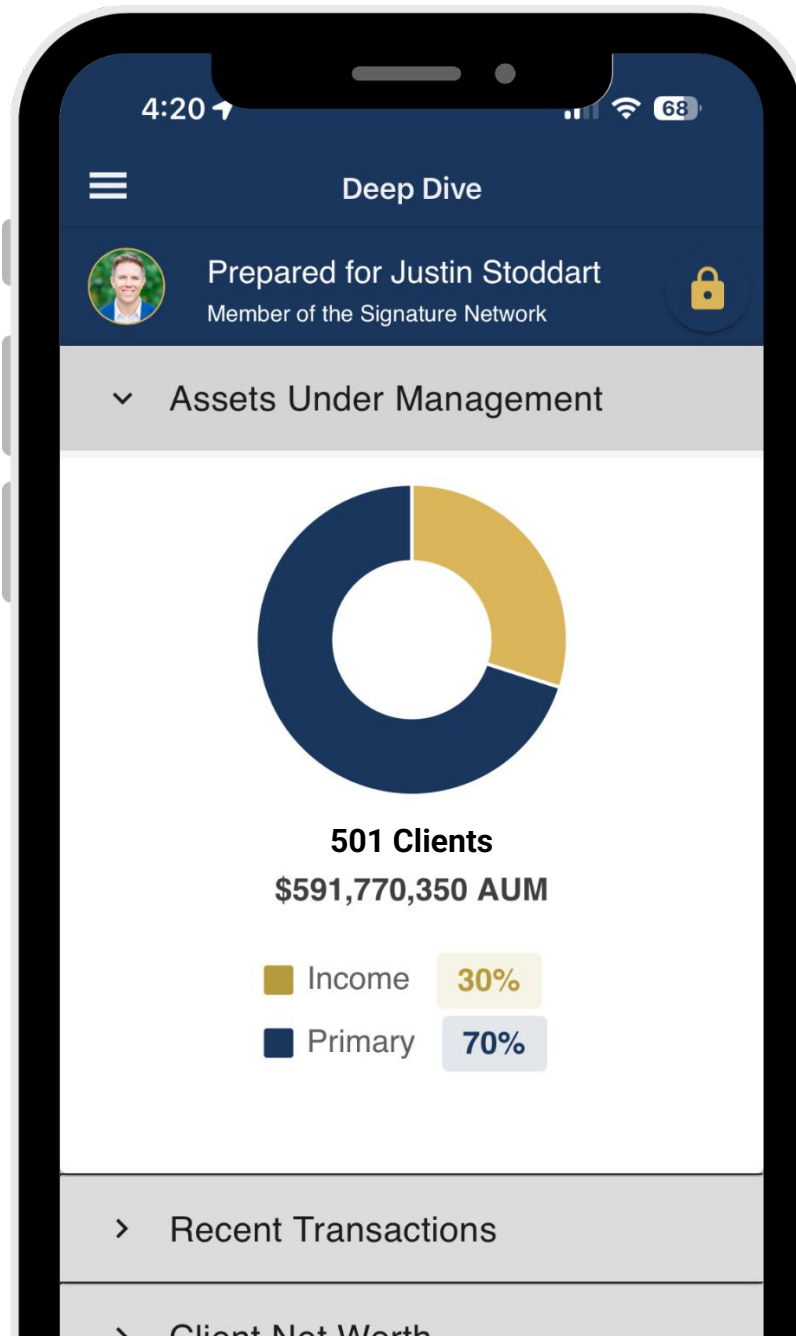






My Local Network
\$500,000,000 AUM

- > Recent Transactions
- > Client Net Worth
- > Investor Net Worth
- > Clients By Age
- > Highest Rates



Traction

- ✓ 340+ paying users
- ✓ Customer base to support \$300k ARR
- ✓ LTV to CAC ratio of 4:1
- ✓ Live in the App and Google Play Stores

Go to Market Strategy

Ambassador Affiliates

**Certify 100+
Ambassador Affiliates**



**Each Selling 2 Realtor Memberships
Monthly**



\$2,500 Realtor Annual Memberships
x 200 New Monthly Memberships

\$500,000 Additional MRR

50 Ambassador Affiliates are currently working through our certification

Additional Local Professionals



200

New Realtor Monthly Memberships



20% Buildout
of 200 New Professional Networks

40 (20% of 200)
x 20 (40% of what is available in local affiliates)
800 monthly local professional sales

800 Local Professionals
Local Memberships @ \$1,250/ea

\$1,250 local professional membership cost
x 800 new monthly local professionals
\$1M MRR



\$1,500,000 MRR

\$1M MRR + \$500K Realtor MRR

\$1,500,000 MRR
\$18,000,000 ARR

■ Forecast - End of Year 5

96,000

Paying Members

- \$1500+ Avg Annual Contract Value

\$168M

ARR

- Annualized Rev of \$179M

28.4%

Operating Margin

- With an Estimated Net Margin of 20.7%

■ Current Financials

\$604

Customer Acquisition Cost

2%

Monthly Churn

\$104.8k

ARR Revenue

\$2.97M

1 Year Revenue Goal

Aug 2026

Cash Flow Positive

Dec 2026

Profitable on Accrual Basis

Product Roadmap

- Infrastructure updates for higher scale
- **Additional data sources**
- Full AI Integration

■ Investor Opportunity

■ **To Date:**

\$1.1mm Raised

SAFE Round :

Closing out \$500k in early Q3
25% discount offered

Priced Round:

\$1.5M priced round
(Projected valuation of \$6M pre
\$7.5M post)

■ **Use of Funds:**

1. Accelerate our product development
2. Fuel for sales and marketing

■ Exit Strategy

■ Ideal Acquirers:

Publicly traded national brand or international company that could expedite overseas expansion.

Comps:

SaaS Acquisitions valued at 6-10x ARR

Target Exit:

\$100M+ ARR in 5-7 years

Leadership Team



Justin
Stoddart

Co-Founder & CEO
Author | Speaker



Don
Yoakum

Real Estate
Business Leader



Xavier
Schott

Technical Co-Founder
Sr. Engineer,
Tech Lead



Amy
Stockberger

US Top 50 Agent



ProInsight™



Access the App



ProInsight™ Data
Room



Bestselling Book:
The Upstream Model

For Round Inquiry and Information, Contact:
Don Yoakum, Founder | don@proinsight.com | 503.812.2631

Appendix

- **Market Definition**
- **Acquisition & Renewal Costs**
- **Client Journey**
- **Additional Marketing Activities**
- **Common Terms**
- **Approved Professions**

Market Definition

8.25m
TOTAL
PROFESSIONALS
50 INDUSTRIES

26%

96,000 Referral Professionals
(26% of vertical market)

375K

TOP PRODUCING
RELATIONSHIP-
BASED BY REFERRAL
PROFESSIONALS

ProInsight™

Year 1 - Acquisition Costs

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\$1,497

\$500 Affiliate Co-op

\$50 Data

\$250 Network Advisor

\$350 VP Business Development

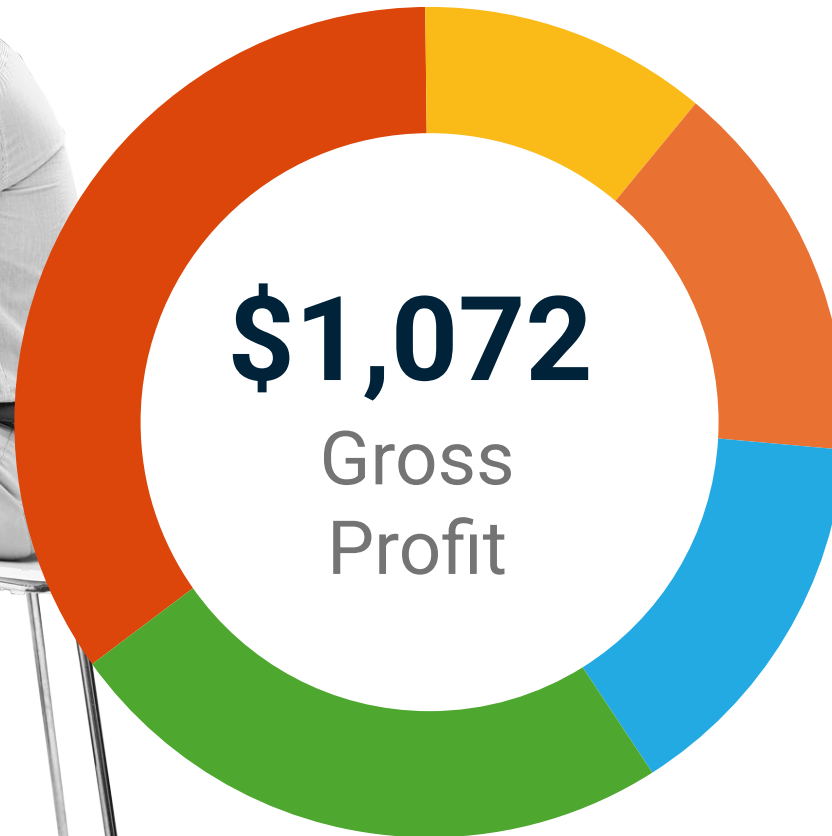
\$75 Credit Card

\$25 SVP

\$1,250 Cost

Year 2 - Renewal Costs

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\$1,497

\$50 Data

\$200 Network Advisor

\$75 Credit Card

\$80 VP Business Development

\$20 SVP

\$700 Renewal Cost

Client Journey

**AMBASSADOR
MEETING**



BECOME A MEMBER

Register for membership and then download the ProInsight™ Network app onto your phone. Schedule time to meet with your Network Advisor for your onboarding session.



ONBOARDING CALL

Meet your Network Advisor, optimize your profile in the app, ensure that your client database is properly connected to the Deep Dive and that the opportunity notifications are being received and plug into our weekly masterminds.



YOUR BUSINESS—OPTIMIZED

With the Deep Dive sourcing opportunities for you from within your client database, you're now positioned for scale. You can start by inviting your local professional affiliates and key referral partners to join you on the platform. This will allow you to access the power of automatic professional referrals.



SCALE THROUGH DATABASE ACQUISITION

Engage a Deep Dive Certified Exit Strategist on contingency to find you a client database to acquire.



SELL YOUR PRACTICE

After years of successfully scaling your business, you've created a transferable asset that an Exit Strategist can help you to market and sell.

**SUCCESSFUL
COMPANY
EXIT**

Additional Marketing Efforts

- **Coaches and Exit Strategists acting as Ambassadors**
- **Think Bigger Real Estate & ProInsight™ Podcast**
- **Podcast Guesting and On-Stage Speaking**
- **Weekly YouTube Video**
- **Email Marketing Campaign**
- **Webinars filled with targeted ads**
- **Strategic Partnerships**

■ Common Terms

Member - a business professional who serves property owners, including: asset based, property service, ambassadors

Professional - another name for your members

Asset-Based Professional - i.e. real estate agent, financial advisor, tax professional, etc.

Property Service Professional - ie painter, plumber, roofer, etc.

Ambassador - a ProInsight affiliate, certified and incentivized to sell our product.

Client List - the list of property owners with whom our members have a relationship

Book of Business - list of client relationships

Deep Dive - the aggregation and analysis of our members book of business

Signature Network - Exclusive network where professionals are able to reserve their profession in their geographic location on the platform

Lifetime Home Support - Proven systems offered to our membership to deepen relationships with their property owner clients.

Asset Based Professionals

Architect

Attorney - Bankruptcy

Attorney - Estate/Probate

Attorney - Family Law

Attorney - Real Estate

Bookkeeper

Commercial Broker

Commercial Lender

Estate Planning Coordinator

Estate Sale Coordinator

Financial Advisor

Professional Recruiter

Home Security Professional

Home Warranty Professional

Insurance - Business

Insurance - Life

Insurance - Property & Casualty

New Home Builder

Private Banker

Property Manager

Real Estate Agent

Residential Lender

Reverse Mortgage Specialist

Senior Advisor

Tax Professional

Property Service Professionals

Window Treatments

Carpet Cleaning Professional

Fence & Deck Contractors

Electrical Professional

Exterior Cleaner

Flooring Professional

General Contractor

General Handyman

Home Decor/Interior Designer

Home Storage Design

HVAC Professional

Junk Removal

Landscaping Professional

Lighting Professional

Moving Professional

Painting Professional

Pest Control Professional

Plumbing Professional

Pool Service Professional

Property Inspector

Remodeling Contractor

Restoration Company

Roofing Professional

Window & Siding Contractor

Solar Panel Professional

Ambassadors

Business Coach

Broker Owner

Business Consultant

Team Leader

Title Rep

Exit Strategist

National Brand Partner