# ATLAS AGENT

## Do Real Estate with Chat

Your AI Assistant from Contract to Close

# Mission

We believe the future of real estate is powered by AI —
but led by personal connection, as real estate was always meant to be.

# Agents spend 10+ hours/week on admin work while traveling between properties

**9 out of 10** Realtors Lack *Time* for Daily Client Updates [2]

**6 out of 10** Closings Experience Transaction Delays. [3]

**90%** Realtors Struggle with Client *Documents*

Contract inefficiencies lead to lost deals [5]
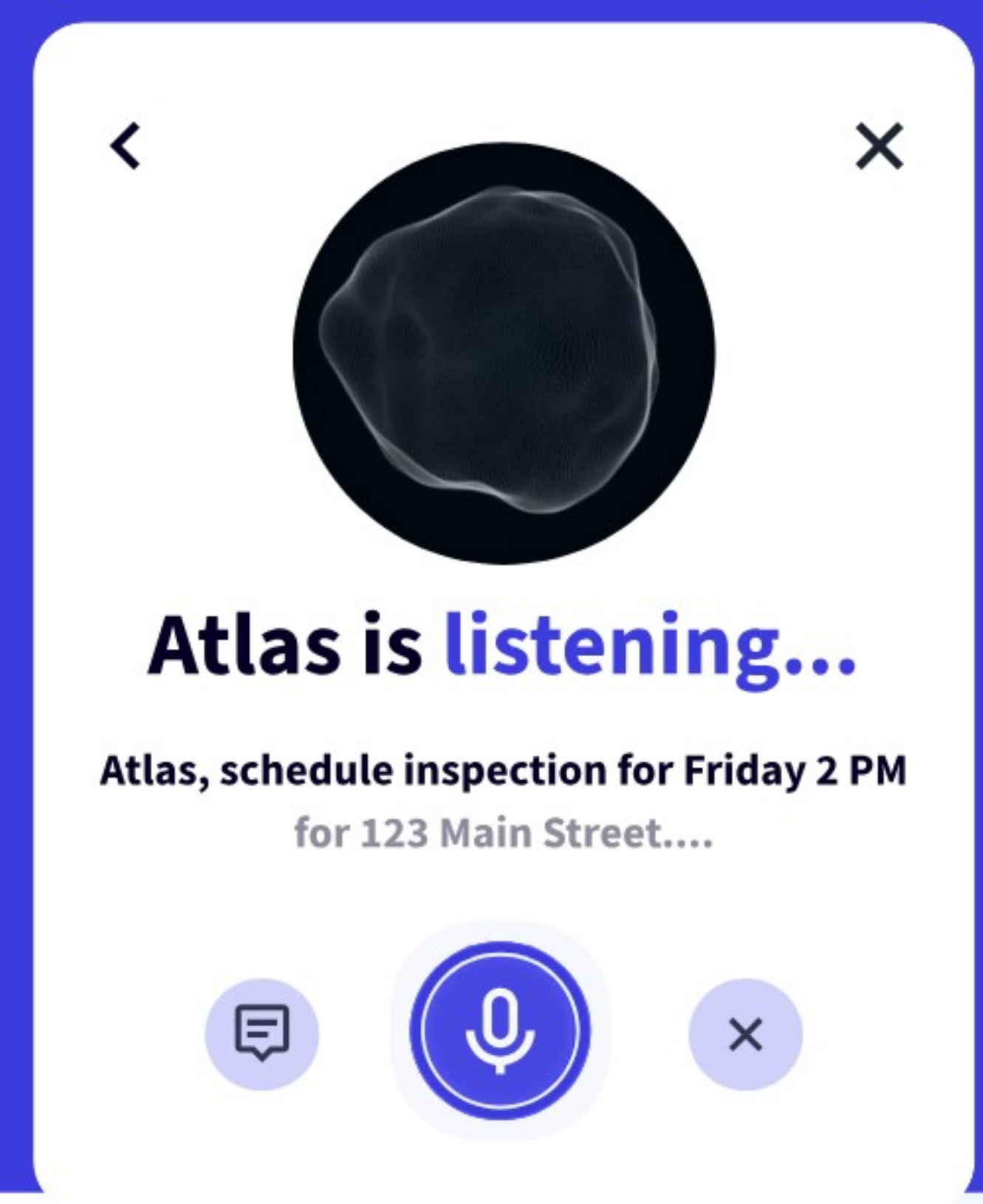
**31%** Time is Spent Gathering Necessary Documentation

TCs and agents spend hours chasing documents [6]

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

**Atlas Agent** exists to eliminate document chaos in real estate.

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

**Atlas is listening...**

Atlas, schedule inspection for Friday 2 PM

for 123 Main Street....

## Transact with Chat

Request missing documents, schedule repairs, and get transaction updates instantly through chat.

## On-the-Go Voice Mode *(Coming Soon)*

Manage your deals hands-free while driving between showings.

## Smart Contract-to-Close

Automated requests, predictive scheduling, and AI-powered client updates.

# The Future is **Voice-Driven** Real Estate

- AI assistant embedded at every step
- Predictive suggestions
- Full integration with MLS, DocuSign, and repair vendor networks.
- Freedom to work deals without ever stopping the car.

# Time & Money

| Metric | Manual | With Atlas | Savings |
|--------|--------|------------|---------|
| Minutes/email | 2.5 | 0.5 | 2.0 |
| Hours/mo (peak) | 173 | 34 | **139** |
| Labor $/mo | $6,100 | $1,235 | **$4,865** |

## Monthly Labor Cost Comparison
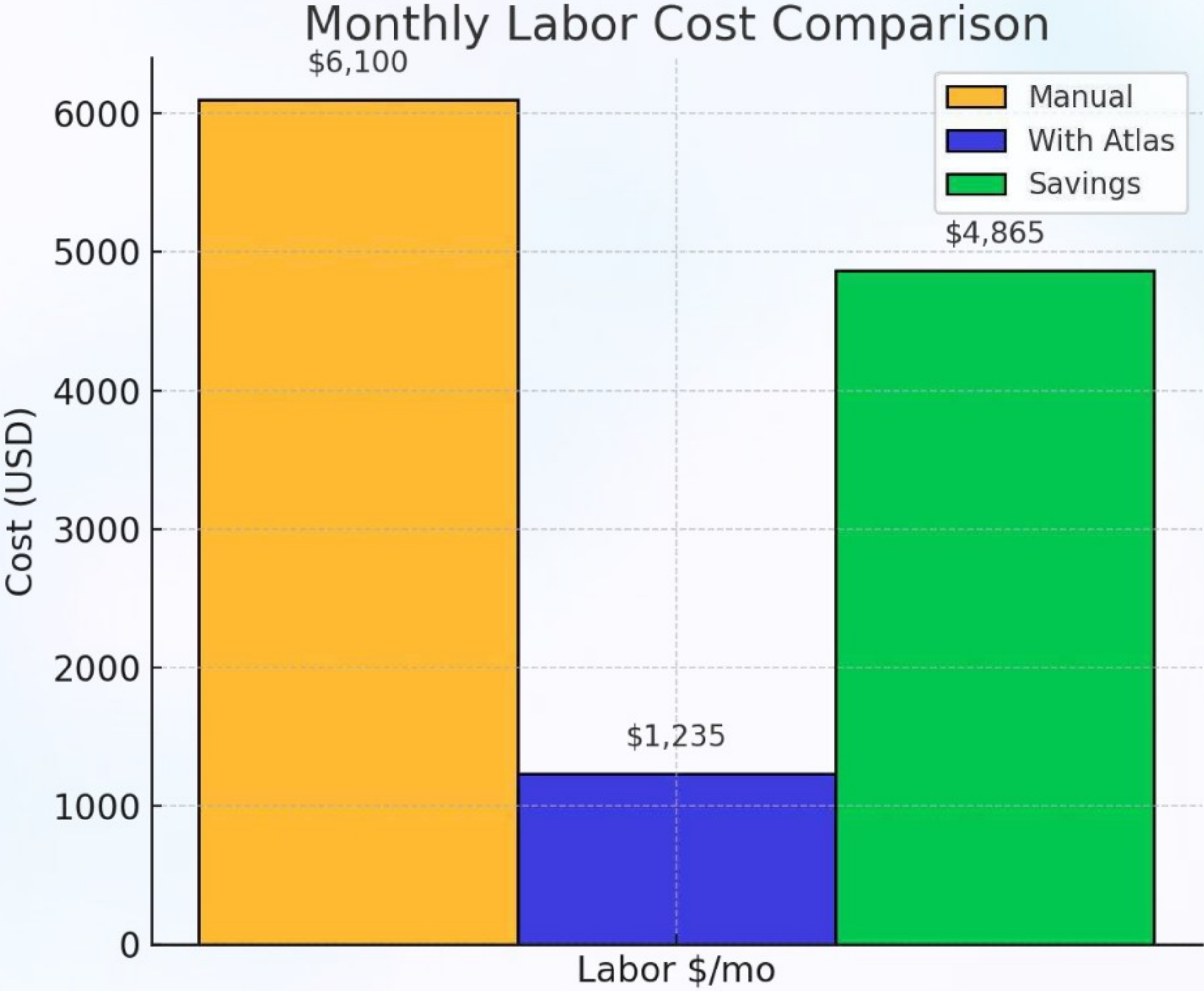
# Human Stories

Designed for Real Estate Professionals



**Brooks Eady** — Real Estate Agent

**Company:** Douglas Elliman

🗣 "I traded late nights chasing signatures for early wins with new buyers."



**Ashley Brennan** — Transaction Coordinator

**Company:** The Real Estate Assistant

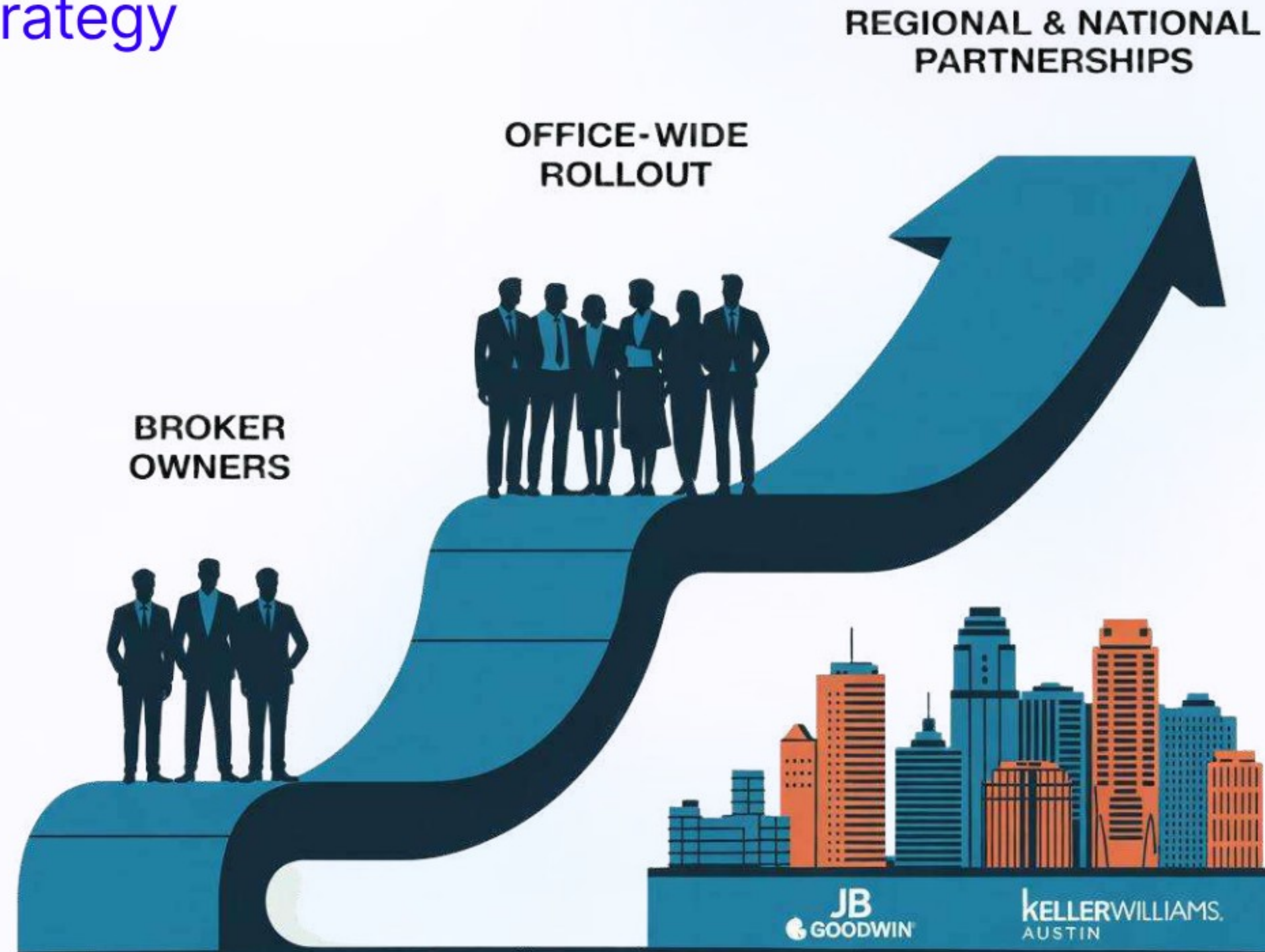🗣 "Instead of checking inboxes, I'm checking closings off the list."



**Mike Dueck** — Contractor

**Company:** Sparkling Pools of Texas

🗣 "Less paperwork, more projects. That's how I build now."

# Go to Market Strategy



REGIONAL & NATIONAL PARTNERSHIPS

OFFICE-WIDE ROLLOUT

BROKER OWNERS

JB GOODWIN

KELLERWILLIAMS. AUSTIN

**By securing broker owners first, we create a ripple effect. Every signed broker introduces us to 5–10 agents on day one. As adoption grows, we become the standard in their office, paving the way for regional and national contracts.**

# AI-Enabled Markets

Multiplying Multi-Billion Dollar Sectors

## Home Services Market

**$30,000+**
**Annual technology spend per agent**
6 million real estate agents in the US

**$792 billion**
**TAM for the real estate industry**
Residential and commercial combined

**21% CAGR**
**Growing faster than ever**
Increasing demand for home improvements

## AI-Enabled Technologies Market

| Sector | TAM (Total Addressable Market) |
|---|---|
| **Home Services** (Global) | **$1.82 trillion by 2030** (Verified Market Research) |
| **Legal & Compliance** (Global) | **$46.8 billion by 2030** (Grand View Research) |
| **Financial Services & Fintech** (Global) | **$1.15 trillion by 2032** (Fortune Business Insights) |

# Simple, Transparent Pricing

Monthly  Annual

## Agent Plan

### $0/mo

**Includes:**

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

**Sign Up Now**

## Team Starter

### $50/mo

**Includes:**

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

**Start Free Trial**

## Multi-Team Starter

### $250/mo

**Includes:**

- **Custom Integrations**
- Automation Requests
- Unlimited admins
- Unlimited clients
- 75 transactions per month
- 3 owner teams

**Start Free Trial**

# Pricing & Partnership

## Enterprise License

# $30k/yr

### Includes:

- 10 Sponsored Agent Seats
- Custom Onboarding + White-Label Branding
- Automated Buyer-Side Workflow Integration
- Lender Portal Access to Monitor Deal Flow
- Single Branch Site Location

# Seeking $1.5m

**via SAFE Note**

**45%** **Marketing & Growth**

Digital marketing campaigns, customer acquisition, partnerships with brokerages.

**10%** **Personnel**

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

**5%** **Research & AI Innovation**

Improving AI models for transaction predictions and workflow automation.
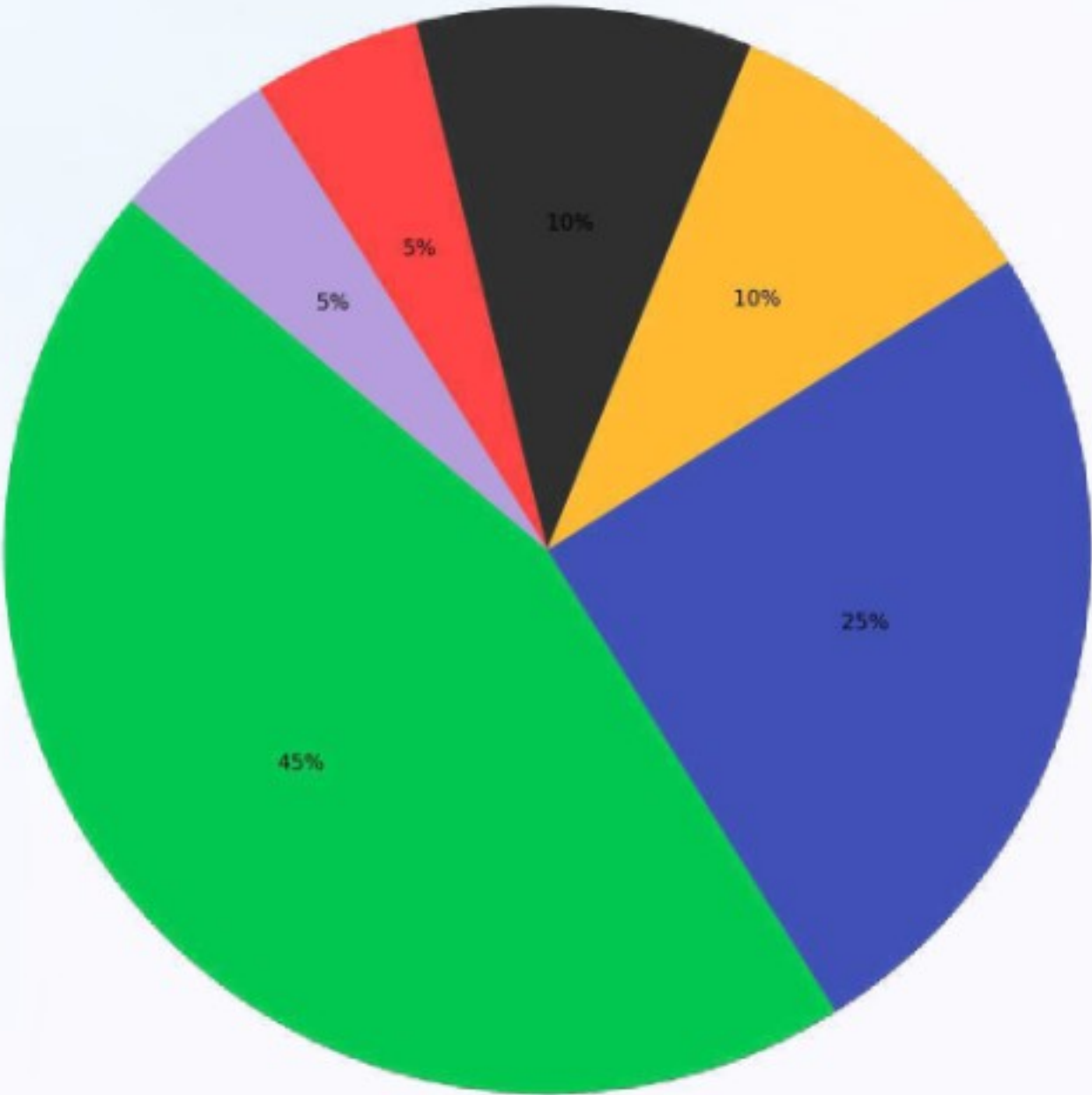
**25%** **Product Dev**

Voice AI features and integrations.

**10%** **Security & Compliance**

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

**5%** **Legal & Operations**

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



Funding

# Roadmap After Investment



**Key Strategic Milestones**

**Q3 2025**
Chat-first launch with file requests, repair scheduling, contract-to-close

**Q4 2025**
Secure 20 broker-owner accounts in 5 key markets (Austin, Seattle, LA, Miami, Ohio)

**Q1 2026**
Office-wide rollouts for early adopters; begin regional brokerage deals

**Q3 2026**
Enterprise discussions with Keller Williams, JB Goodwin, and other national brands

# ATLAS AGENT



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# ATLAS AGENT

**Close deals faster, work smarter.**

## Do Real Estate with Chat
*Your AI Assistant from Contract to Close*

# Security & Compliance

- Google OAuth2

- SOC-2 roadmap Q4

- Full audit trail & hash check

# Competitive Advantage

1. Lower Customer Acquisition Cost (CAC)
   - Signing one broker-owner brings in 5–10+ agents instantly
   - Cuts sales cycle time compared to one-by-one agent acquisition

2. Built-In Trust & Authority
   - Brokers already influence their teams' tech adoption
   - Early wins cascade into office-wide adoption without additional outreach

3. Faster Network Effect
   - Every broker seat increases exposure across their professional network
   - Referral potential multiplies with each closed office rollout

4. Enterprise-Ready From Day One
   - Onboarding workflows, integrations, and security built for multi-agent teams
   - Smooth transition from small broker accounts to national brokerage contracts

# 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

**Jim McMullan**

Finance executive and CPA with 25+ years of experience across biotech, software, construction, and consulting.

**David Reinhold**

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

**Darin Swanson**

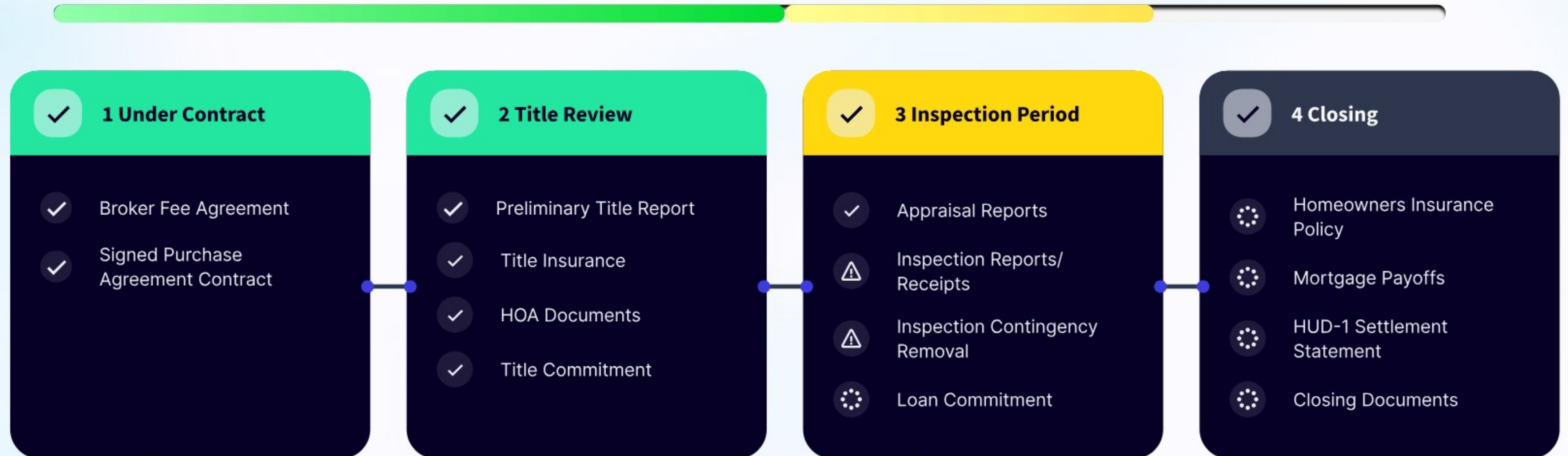Advisor and interim executive partnering with leaders at hypergrowth startups

**Apryl Syed**

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

# Competitive Analysis

| | Chat + Voice AI | Client Collaboration | Agent + TC Focused |
|---|:---:|:---:|:---:|
| **Atlas Agent**<br>Empowering real estate professionals to get deals done. | ● | ● | ● |
| **BrokerMint**<br>Solution for residential real estate back-office management | ○ | ○ | ● |
| **Paperless Pipeline**<br>Real estate transaction and commission management system | ○ | ○ | ● |
| **tcDocs**<br>Link transactions and listings in tcDocs to your files in Dotloop | ○ | ○ | ● |
| **Dotloop**<br>Streamline Real estate transaction management | ○ | ● | ● |
| **Skyslope**<br>Transaction coordination has never been so efficient. Write offers in minutes | ○ | ● | ● |

Competition

# Atlas Agent's Unique System

## 1 Under Contract
- Broker Fee Agreement
- Signed Purchase Agreement Contract

## 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

# 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. 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
5. 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
6. 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