



Business Proposal

New Subscription Generation + Enhanced Market Capture in the Real Estate Agent Vertical

Presented to:

BiggerPockets Talent Acquisition

Organized by:

Brice Hamilton



Drafted: September, 2023

Contact: brice@bricehamilton.com

+1(941)518-6569

www.bricehamilton.com

BUSINESS PROPOSAL - SNAPSHOT

**ADDRESSABLE
MARKET
2024**

New Subscription Generation + Enhanced Market Capture in the Real Estate Agent Vertical

OBJECTIVE

To further monetize the rental calculator tools on BiggerPockets through enhanced capture of the real estate agent market segment. This will be achieved by generating more monthly subscription based users with the goal of 10x existing market capture in this vertical

PROBLEM/SOLUTION

1. There are over 2 million real estate agents in the United States, 7 out of 10 real estate agents interviewed were unaware of Bigger Pockets ROI calculator/Property Analysis and expressed an interest in having such a tool.
1. Brice Hamilton has a specific approach to capturing the market of real estate agents and gaining subscriber conversion. Further information of this marketing strategy may be shared through mutual NDA

Strategy

Create a simple and streamlined BiggerPockets interface for real estate agents. i.e. a dashboard where they can enter a property address and print a simple PDF report to accompany their sales presentations and further advise their clients interests. This will enhance their market expertise during the entire sales cycle of their client and result in more client trust, faster closings and higher transaction volume.

This can also serve as a market channel to gain more Bigger Pockets Endorsed Investor Agents, Bigger Pockets Podcasts, audibles, etc.

2M+

Real Estate Agents in the United States

500,000+

Agents that work with investors

CURRENT MARKET CAPTURE:

<1%

Of real estate agents are Bigger Pockets subscribers

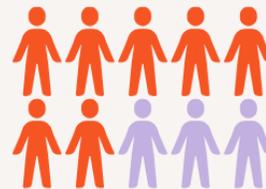
DEMAND:

7/10

agents interviewed said they desired a ROI calculator tool and were unaware of Bigger Pockets resources

7 OUT OF 10

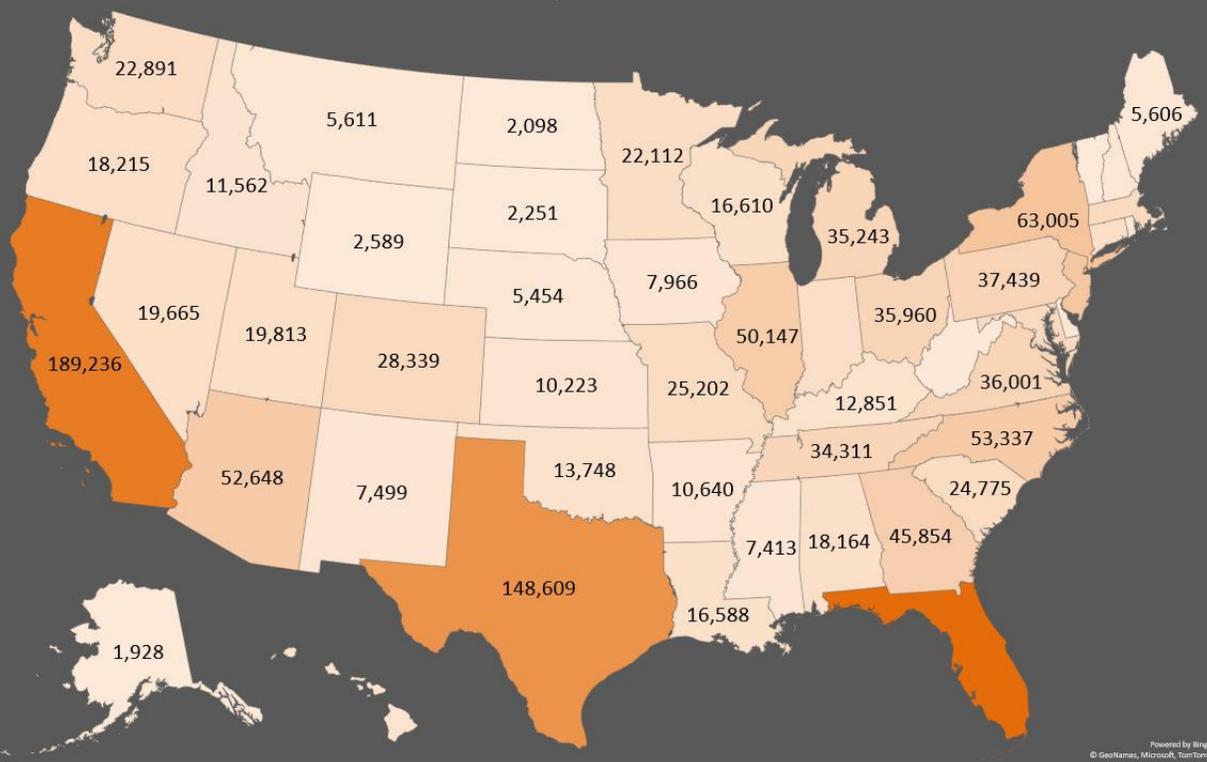
Agents are unaware of the Bigger Pockets ROI calculator and other Property Analysis tools



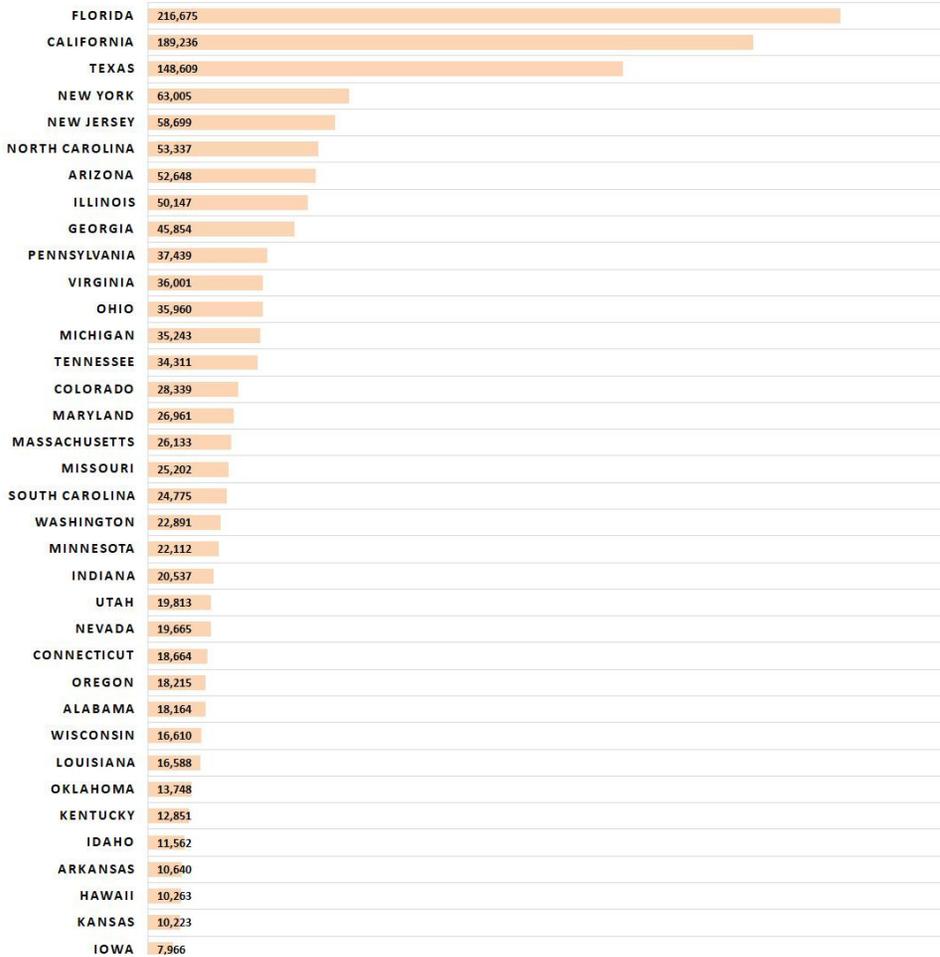
BREAKDOWN

Bigger Pockets is currently missing over 95% of obtainable market in this vertical, or 1,800,000 potential subscribers

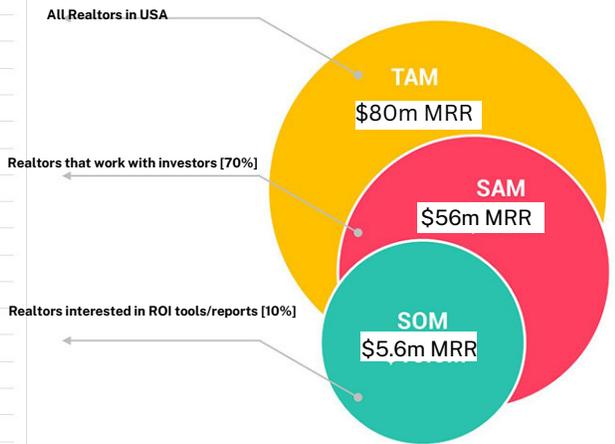
Realtors by state MAP



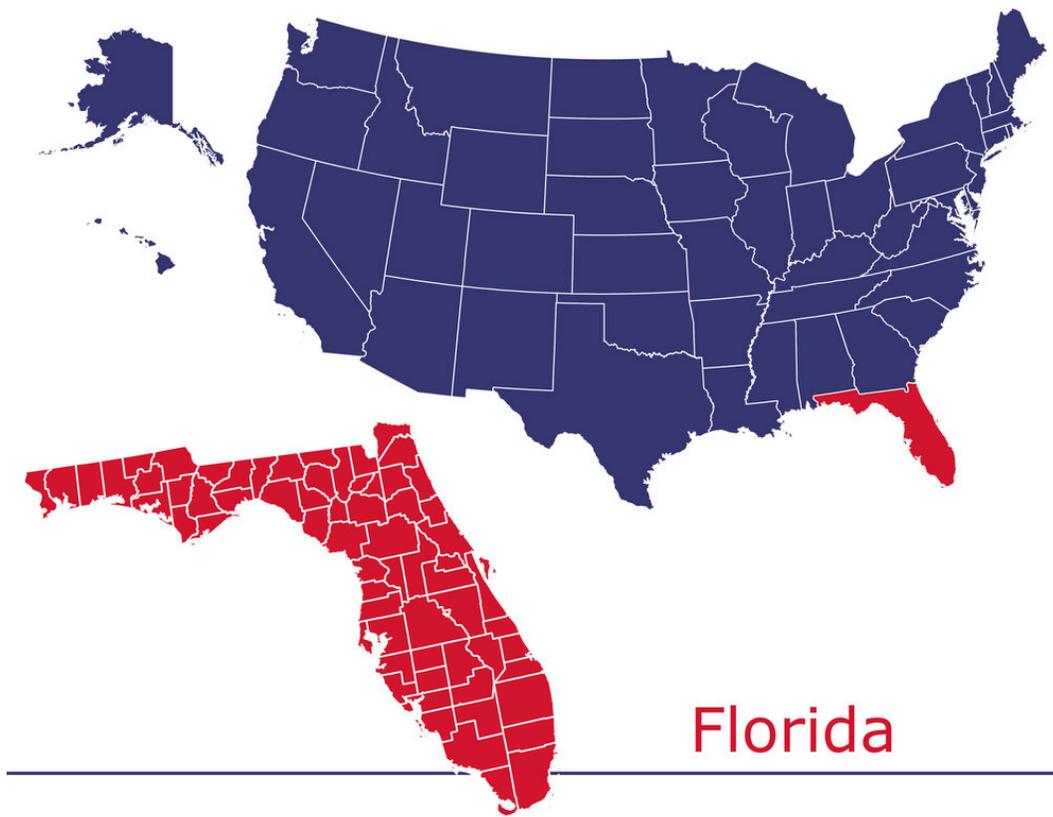
NUMBER OF REALTORS BY STATE



TOTAL USA MARKET



*Based on \$39 Pro Monthly Plan Subscription



Year One Goal - Florida Market Capture

- Florida Realtors = 216,493
- Conversion Goal = 2-5%
- $216,493 \times .02 = 4,329$
- $4,329 \times \$29 = \$125,565$ Gross MRR

I have no doubts of achieving a minimum of 2% capture (2 out of every 100 Agents) based upon the interviews I have conducted with agents in Tampa Bay, FL. My realistic target goal is 5% market capture in each state

Customer Acquisition Cost



BiggerPockets CAC = \$0

Brice Hamilton takes on all CAC and can work on a commission only structure

Brice Hamilton paid 50% MRR commission each new subscriber gained

- Product - BiggerPockets Tools & Services for Agents
- Market - Real Estate Agents
- Demand - 7/10 Agents interviewed described their interest
- Strategy - Brice Hamilton has a specific marketing strategy to implement - to reach, capture, and convert within the Real Estate Agent vertical. He will be the 'boots on the ground' for BiggerPockets Real Estate Agent membership services

■ About Brice Hamilton



I've worked in the real estate and insurance industry for nearly a decade and have a passion for helping design and develop tools for professionals in this space. After gaining career experience with companies such as Engel & Volkers AG, Staffmarket PEO Services, and Equis Financial - I've held positions including: Project Manager, Business Development, and Real Estate Advisor. After I transitioned from project management to real estate brokerage, I quickly realized key shortcomings in the industry - and opportunities to provide tools for agents to fill this knowledge gap.

It wasn't until my second year as a real estate agent that I learned about the ROI and Property Analysis tools that BiggerPockets provided to investors. During this same time I was in development of a similar calculator and conceived my own startup company PropertyReport360 LLC. After interviewing agents in residential brokerages, I was surprised to learn that 7/10 of them were unaware of the tools that BiggerPockets could provide to them to enhance their market expertise while working with investors. They also demonstrated eagerness in having such tools and willingness to pay for them based on a monthly subscription model.

■ My Vision and Mission

My vision with BiggerPockets is to build out a streamlined interface/dashboard geared towards real estate agents. then execute a specific marketing strategy to reach and capture the market segment. This will include being a representative of BiggerPockets and forwarding the objective of the company into future expansion. I envision my time used most effectively by helping develop the BiggerPockets agent interface and getting these powerful tools in the hands of the most agents possible.

I would be pleased to have a meeting with the appropriate individuals to further present how I can expand your business and achieve specific growth goals via execution of strategy I bring to the company.

Brice Hamilton

Case Argument/Personal Industry Experience

As an agent myself, one of the questions I regularly get from buyers remains, "will we be able to rent this property on Airbnb/VRBO and if so, what is the short-term rental income potential of it?" This is especially common in residential FL real estate as many owners opt to do short-term rentals so they can still use the property throughout the year for vacations.

While agents can of course do the research of potential short-term rental restrictions and how much our clients can expect to rent the property for - when an average of 3-5 properties or more are scheduled to be toured on the same day, it is overly time consuming to perform a comprehensive ROI analysis for each property. Additionally, short-term rental income is often not incorporated into most ROI calculators as most tools only process annual rental income (ex. BiggerPockets, Roofstock, Stessa, Avail.) with the exception of AirDNA that takes short-term rental data analytics into account.

My vision is for a comprehensive PDF report to be generated based on short-term Airbnb/VRBO rental potential, carrying costs, and long-term appreciation metrics so that the buyer can receive an accurate picture of the financial projection/pro-forma of a specific property - it would be extremely valuable for buyers to see which property not only makes the most sense from a lifestyle standpoint, but also from the financial/investment perspective. Furthermore, an agent that is able to provide such information will elevate themselves far above their competition and further establish themselves as the SME with their client.

While there are of course many variable components of data that change with each property and buyer characteristics (i.e. down payment, interest rates, taxes, etc.) leading to current necessity of manual data input, I believe the future of big-data will arrive at a point where this can become much more predictable and automated. Until then, I envision myself being the first point of contact for all the subscriber agents I onboard -- where the agent can simply give us a call to establish a few key parameters about the purchasing variables, and then we can immediately send a comprehensive PDF report of ROI projection on any SFH for them to share with their client.

Personal: I'm excited to work on any resource that provides value which is not controlled by the MLS/NAR. These organizations have for far too long monopolized the industry of real estate professionals. It is, after all, a bit ridiculous that traditional residential real estate pricing is usually predicated on a CMA /BPO (essentially, what another agent had your neighbor pay for their house determines the market value of yours). This is a stark contrast to the commercial real estate sector in which is not governed by the MLS/NAR -- and operates as a business should with specific logic and data that determines pricing based on cash-flow and other KPIs. Perhaps if we started to apply the key logic and principles of business to residential real estate through such a tool and platform as BiggerPockets, we could get back to business when it comes to helping people with what is often the largest purchase decision and greatest asset of their life.

-Brice Hamilton