NYU PRESENTATION
SERVING THE REAL ESTATE INDUSTRY WITH TOMORROW'S TOOLS
CHALLENGE FOR DEAL MAKERS

- Hard to uncover property owners and target the best deals
- Tedious to underwrite and make offers
- Difficult to balance deal flow efficiently
SOLUTION

lava map

FIND DEALS when buying
MAKE MONEY when selling
BUILD A NETWORK within our city
FOR BROKERS & INVESTORS

CLICK ANY BUILDING

TARGETED EMAIL BLASTS

UPDATE THE MAP
See if you have contacted this property owner

CALL THE OWNER
MARTKET VALIDATION

$100B
PROPERTY SOLD IN NYC

643,015
ACTIVE REAL ESTATE PROFESSIONALS

49,500
LICENSED RE SALES-AGENTS

125,000
LISTINGS ON CRAIGSLIST
6/12 - 6/19

34,285
UNIQUE LISTINGS ON STREETEASY
6/19
BUSINESS MODEL

WE CHARGE A MONTHLY SUBSCRIPTION FOR MARKET INTELLIGENCE:

65K CUSTOMERS (10% of NYC professionals) → $25 SUBSCRIPTION per month → $20M REVENUE projected
COMPETITION

- Zillow
- siteCOMPLI
- craigslist
- PropertyShark.com
- CoStar GROUP
- LoopNet

lavamap

Old Design
Affordable
User-Friendly
Expensive
WEST VILLAGE

West Village

2007
Avg. PSF
$1419
THANK YOU FOR YOUR TIME!

FOR FURTHER INQUIRIES PLEASE CONTACT:

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