



Providing pre-qualified renters to landlords with vacant units

## PROBLEM

Renters – pay \$1.87 billion in application fees every year

Landlords – lose \$2.13 billion in rental income  
waiting for applicant verification

## SOLUTIONS

Provide **renters** with a **PRE-VERIFIED** application  
and special credit report

Provide **landlords** access to **pre-qualified** tenant candidates  
through a  
**RENTERS NETWORK**

## MARKET SIZE

44 million renters move EVERY YEAR

16 million rental units have to be filled EVERY YEAR

The average rental configuration is two renters, one unit.

Landlord – 2 (renters) @ \$200 = \$400

Renter – 2 (verifications) @ \$30 = \$60

Total \$460

16 million rental units x \$460

TAM - 7.36 billion

## REVENUE MODEL

FREE to Renters

Rental Resume – Credit Report – Renters Network

Rental Resume Verification is \$30 (optional)

FREE to Landlords

Access to pre-verified candidates via Renters Network

\$200 fee when a Gravadee client signs a landlord's lease

## COMPETITION

### ∞ AVAIL

Avail offers **some** of the Gravadee's **tenant** services.

**Sadly** they are diluted by offering dozens of services favoring landlords.

Others – just **listing services** of available rentals – minimal renter services



## DIFFERENTIATION

Gravadee is the **ONLY** service that is **RENTER** centric:  
**Rental Resume – Verification – Renters Network**

Landlords

**Pre-qualified** renter candidates listing

Proactive Marketing **Portfolio**

**Renters Network**

*Gravadee's focus on the narrow "pre-rental" vertical provides strong differentiation.*

# TEAM

Founder	Joel Symmes – erstwhile rental property owner & landlord
Technical	Frank Bravo – Bravo ITC – 30 years experience
Marketing	Mark Cowtan – RightSize Marketing – 25 years experience
Advisor	Ryan Pierce – MBS, CPA

*The team is structured with highly experienced people*

**BravoITC** - development team is well established company with long development history

**RightSize Marketing** - experience in B2B technology marketing for early stage technology companies



## FUNDING GOAL

We plan to opening a **pre-seed** funding round before this fall - 2024

Further **define** the **market and customer**

**Convert** the prototype to **MVP**

Expanding the **team**

Establish significant valid **traction**

## OUR GOAL

The **Rental Resume** will replace the rental application as the standard document used by renters presenting their eligibility & for landlords evaluating rental candidates.

The **Renters Network** will be the standard reference for landlords to seek and directly market to renters, and allow renters another way to find rental specific to their interest.



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Founder – Joel Symmes

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