



Dear Real Estate Industry Colleague,

Thank you for taking the time to consider opportunities for our companies to work together.

It's no secret real estate has been rather chaotic the last few years, and like you, we are constantly trying to figure out what long-term changes we are likely to see as a result.

We think low housing inventory in particular is set to get much worse with time. So much so that it's our number one concern even on the property management side of the industry. We're making major changes with this in mind, such as looking to acquire an HOA management company and entire built-to-rent communities.

We believe we have the solution to your inventory challenges. Or at least a way to alleviate the pressure.

We want to recruit your sales brokers to add property management income as an add-on revenue stream. Most importantly, we will not interfere in your sales business, but we will support it. Our solution to the inventory crisis is to begin building a "housing-verse" of real estate services that we can offer. We are property managers to the core, and that is our focus. Tenant representation, property management, and things clearly under that umbrella. Our approach is to partner with sales brokerages using a simple 25% referral agreement for sales rooted in our rental business, then heavily invest those funds in perpetuating the building of our housing-verse.



One drawback of our business is that we are involved with our customers day in and day out, often for years. Even if we do a great job for 5 years, if we do poorly in year 6 the relationship is ruined.

We came to realize that drawback also brings advantages, mainly the fact that we have their attention unlike few others do, for years and quite often their next major life change will involve buying or selling a home. We also earn such great returns many settle into a buying rhythm. Add to it that we mostly deliver exceptional results, and we control a lot of homeowner intentions when we do things well. We invest heavily in doing things well, and our customers trust us in a business where that is extremely rare.

We know the myths around property management, some true, some centering on a small number of very bad actors but we get great results, with little effort, and amazing residents. We're a quality-first company across the board. Most of our owners are mom-and-pops who once lived in their rental home, and most of our residents had buy-ready credit at move-in by a wide margin. Those folks don't cause a lot of major problems especially if you show them you are working hard to solve their problems.

We have a large, surprisingly drama-free business. The most stark proof of this is that we only evicted about 15 of our residents from 2020 to now. We have an amazing training process that can get a broker in working condition in about 40 hours. They would be leading property managers in our state within a few months and could serve as a one-stop shop for our clients handling sales via your brokerage and rentals via ours.



We are all in on a property management brokerage model which is surprisingly unique, but given the recent upheaval in our industry, it started to look extremely prescient. As real estate appears set to become more transactional, and the inventory crisis appears likely to deepen dramatically before being addressed, an efficient method to deliver all types of housing services with convenience and trust will likely be necessary to ensure we have a product to sell and manage.

If you are interested in discussing what we've outlined here in depth you can reach out directly. We're including materials to outline our strategy to become the leading property management brokerage in the country, and how that can benefit your brokers' sales goals in the future. Also on the topic of our reputation for consistent results, care, and quality while being forged in the 2008 crisis and a global pandemic.

Please discuss these and make them available in your next sales meetings, and make it a recurring topic. We genuinely feel this is a phenomenal method to focus on the part of our industry we love most while delivering the benefits customers seem poised to demand. Let's build on it together.

We would also be honored to have someone from our company speak with your brokers at your next sales meeting as well.

Thank you again for your time, and for considering a partnership with MoveZen.