



B2B2C SAAS COMPANY WITH OVER 3 MILLION
POTENTIAL 'MIDDLE B' CUSTOMERS IN THE US ALONE.

 Info@crexagent.com

 CrexAgent.com

AGENT-LED, CUSTOMER GENERATED VALUATION. HUMAN-CENTRIC VALUATION.

Agent controlled access to complete MLS data and the agent's own analysis.

Providing direct answers to the customers valuation concerns while making 3rd party (Zillow, Realtor.com) services an unnecessary expense.

Unlike any other platform...

The customer may remain anonymous until they decide.



WHAT IS CREX AGENT?

CREX Agent is an innovative approach to lead generation.

An Agents customer gains full access to MLS listings, photos, the agents valuation analysis, and completes their own valuation. Anonymously.

They do the work until they need you.



CONTACT
INFO@CREXAGENT.COM



THE FACTS

AI, chatbots, and AVMs are rapidly gaining traction in real estate and have diminished the role of agents for specialized advice.

Observing Market Trends and Consumption Habits



What this means for Agents..

“

- The crucial element of human opinion is absent in the valuation provided by artificial data and automation.
- Agents are expected to know and have a superior understanding of local listings.
- As professionals allow algorithms to replace their opinion, they are undermining their future.



THANK YOU

FOR YOUR ATTENTION
AND PARTICIPATION



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CREX AGENT

A NATURAL AND EFFICIENT LEAD PROCESS

THE REALITY OF AVMS AND ARTIFICIAL INTELLIGENCE:

Using AI for valuation is like getting gas from a pump that has no readout. No price per gallon and no number of gallons pumped.

Just a charge when it stops.



Do you trust it?

How can you trust it?

Why would you trust it?



CREX
AGENT

A NATURAL AND EFFICIENT LEAD PROCESS

THE CREX AGENT SOLUTION



- CREX Agent tools are found only on subscribing agent's websites.
- Every valuation shows both the subscriber agents estimates and an aggregate of all local subscribers for an unbiased approach.
- We create new income opportunities for agents through direct online valuation services for retailers and lenders.
- Eliminating the time or money spent on 3rd party lead services has the added effect of increasing real estate agent's professionalism.
- For their customers, superior service without spam.

CUSTOMERS BEGIN ON YOUR SITE. NOT A 3RD PARTY SOURCE.



- You are allowed to complete the estimate on your own.
- I can help at anytime.
- No address or email required.
- No spam after.

Easy as ...

1

2

3

2-Compare photos of properties to your home.

VIEW: Burnett County : Lakefront : Price Range \$300,000 to \$800,000

Not as much ← A little better



PHOTOS TELL PART OF THE STORY. BEHIND EACH, LIES PROFESSIONAL
VALUE COMPONENTS WHICH ARE USED FOR CALCULATION,
COMPARABLE SEARCH, AND FOR FINAL ADJUSTMENTS.
LOCAL PROFESSIONAL OPINION.



Buy ▼ Sell ▼ Neighborhoods Meet the Team Contact



- You are allowed to complete the estimate on your own.
- I can help at anytime.
- No address or email required.
- No spam after.

Easy as ...

1

2

3

3- Compare fine details to
refine your valuation.



Based on your indicated opinion, these are the most similar sales within your market.



OUR PROCESS IS TRANSPARENT.

COMPLETELY RECONSTRUCTIBLE AND NO ROOM FOR BIAS.

If the difference in opinion total is positive, then the Comp is superior. If it is negative the Comp is inferior.

This is in total, so please adjust the sliders based on each factor individually. The result should be a difference that is close to zero.

Subject

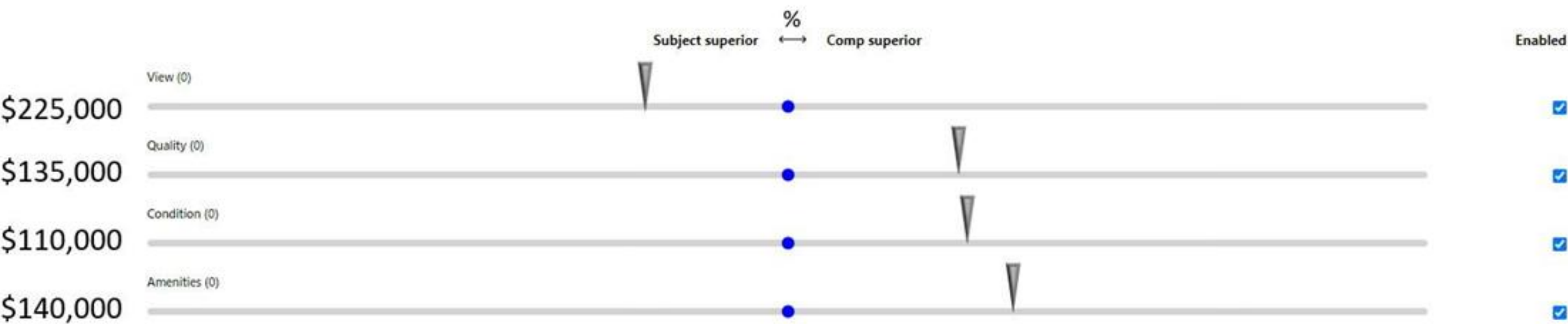
Upload Photos Here

*You can upload your photos and data here to generate a personalized report.

Estimated Value:

\$778,000

Compare each property to yours.



DIGITAL MARKETING AND SOCIAL MEDIA OPTIMIZATION



- There are 3 million Real Estate Agents and Brokers in the US as of 2024 *(NAR)*
- The US Real Estate Brokerage market size is estimated to be \$222 Billion in 2023 *(IBISWorld)*
- World-wide potential growth.
- The US real estate appraisal market was valued at US\$8.89 billion in 2022 and is expected to be worth US\$11.41 billion in 2028 *(Business World)*
- There are 95 million single family homes in the US and 6 million currently sell every year and 40% plan to renovate within a year *(American Housing Survey)*

Revenue Streams



**\$100 to \$300
Subscription
for Brokers
and Agents**

**Bespoke licensing
deals to National
Brands**

**Marketing,
AR/VR, and
social
networking**

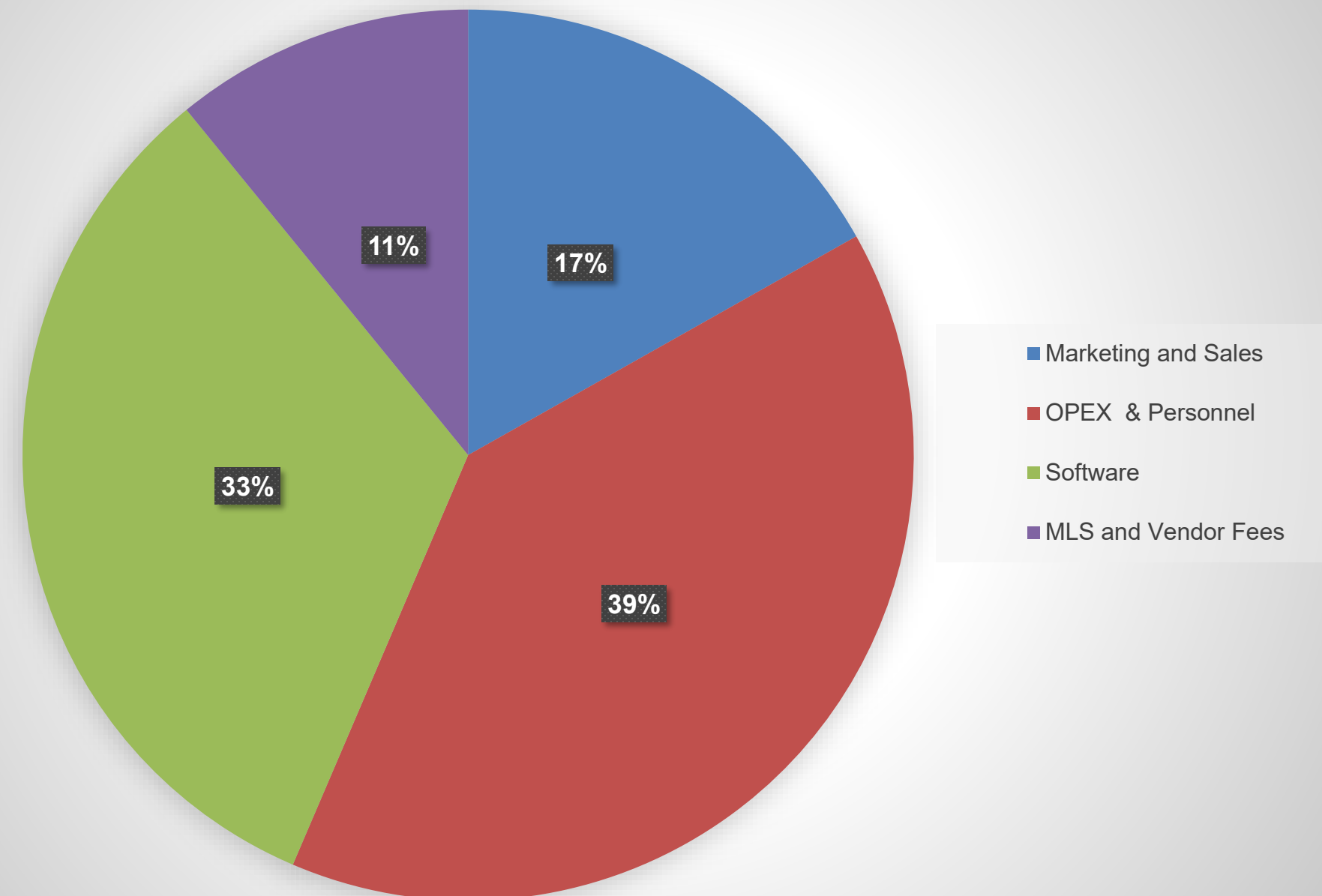
**Bespoke licensing
deals to Lenders
and
Risk Managers**



A NATURAL AND EFFICIENT LEAD PROCESS

Preserving capital and relying on revenue growth for continuous product improvements, and a national to global scale within 2 short years.

Use of Funds





***...for Agents who want lasting control
over lead generation and their future.***



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