



Rentberry

Renting Done Right. Finally.

Spring 2020

Summary



Team
30 People



Capital Raised
\$10 mln



Launched
2017



International
40+ Countries



Headquarters
San Francisco



Properties
6 mln+

Featured on:

WSJ

Inc.



Forbes



10 NEWS

PIX 11 NEWS

inman

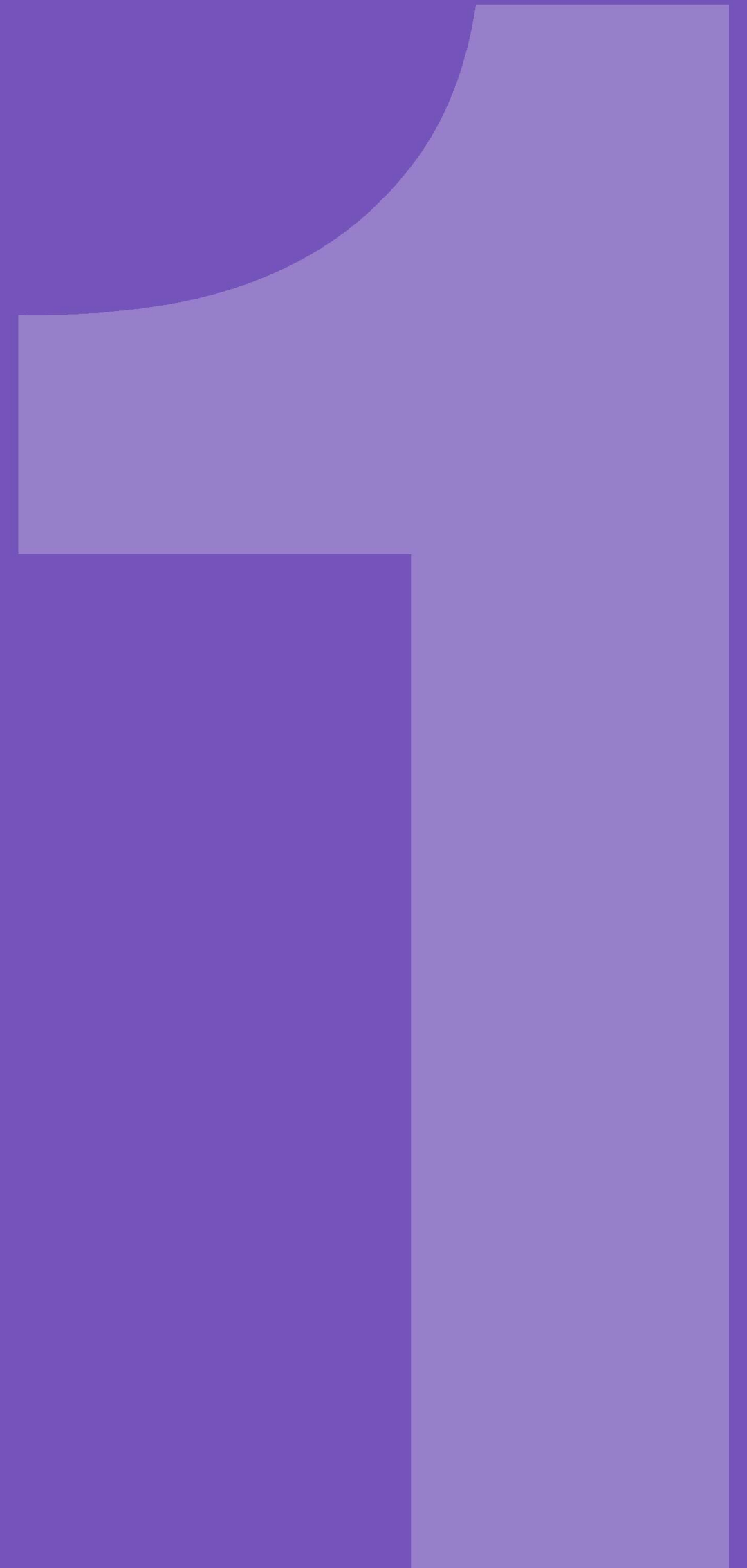
Investment Opportunity

SAFE Agreement

Valuation: \$9 mln



Rentberry Overview

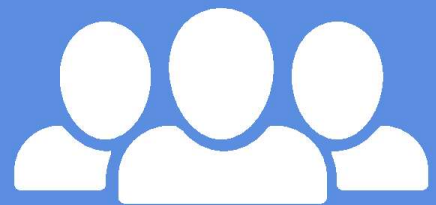


Renting is the New Buying

5 to 6 million families will become new renting households in the US alone over the next 10 years. Renting has become an economic and lifestyle choice for 46% of those under the age of 45.

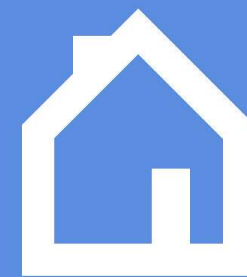
FLEXIBILITY. FREEDOM. LESS RISK.

There is a Challenge in the Long-Term Rental Market



Tenants

want transparency and save
valuable time



Homeowners

want to lease to quality tenants
at the highest price

Current Platforms Lack the Solution and Technology

RentPath™

radpad

apartment list

Zillow®

zumper

craigslist

lovely

trulia®
real estate search

Painful experience
with brokers

Absence of transparent
application process

Inability to save on
move-in costs

Time-consuming
platforms

Incomplete
business models

Outdated design
and features

Rentberry's Solution for Easy Rentals

How it works

1

Select
Property

2

Analyze
Competition

3

Submit
Application

4

E-Sign
Lease

5

Manage
Rental

INTUITIVE. FAST. SIMPLE.

Efficient and Secure for Property Owners



Online Applications

Instant decision making process



Rental Price Bidding

Receive higher bids from prospective tenants



E-Sign Contracts

E-sign all rental agreements



Quality Leads

Syndicate properties to top real estate platforms



Reviews & Ratings

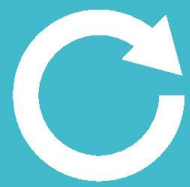
Receive valuable insight on prospective tenants



On-time Rent Payments

Flexible payment options

Saving and Comfortable for Renters



Full Rental Experience

First and only closed loop platform



Instant Savings

Save thousands during move-in



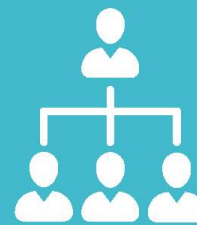
Intelligent Analysis

Have full visibility into the rental process



No Spam

All listings are current and verified



Virtual Reality

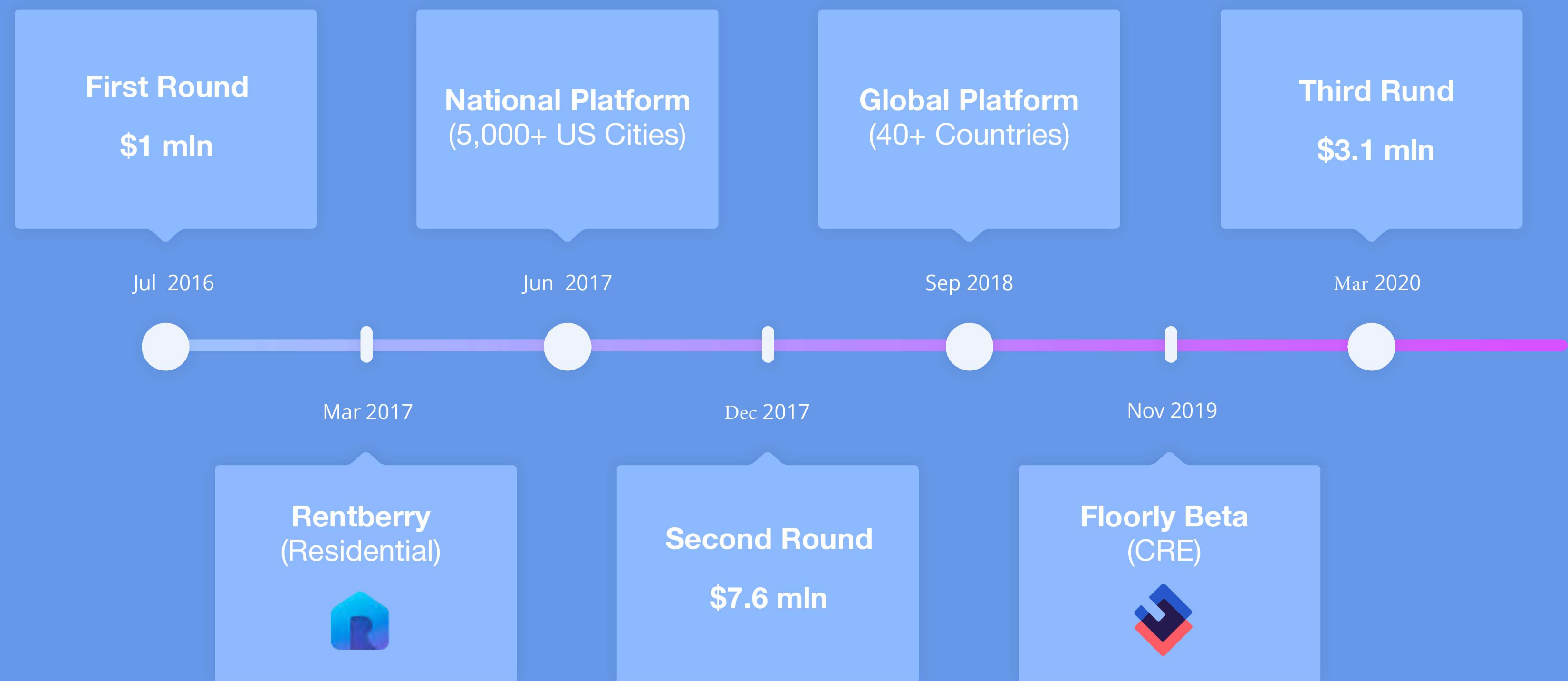
Perform online open house visits and save time



Maintenance Request

Instant and hassle-free communication with landlords

Timeline



Investors & Partnerships

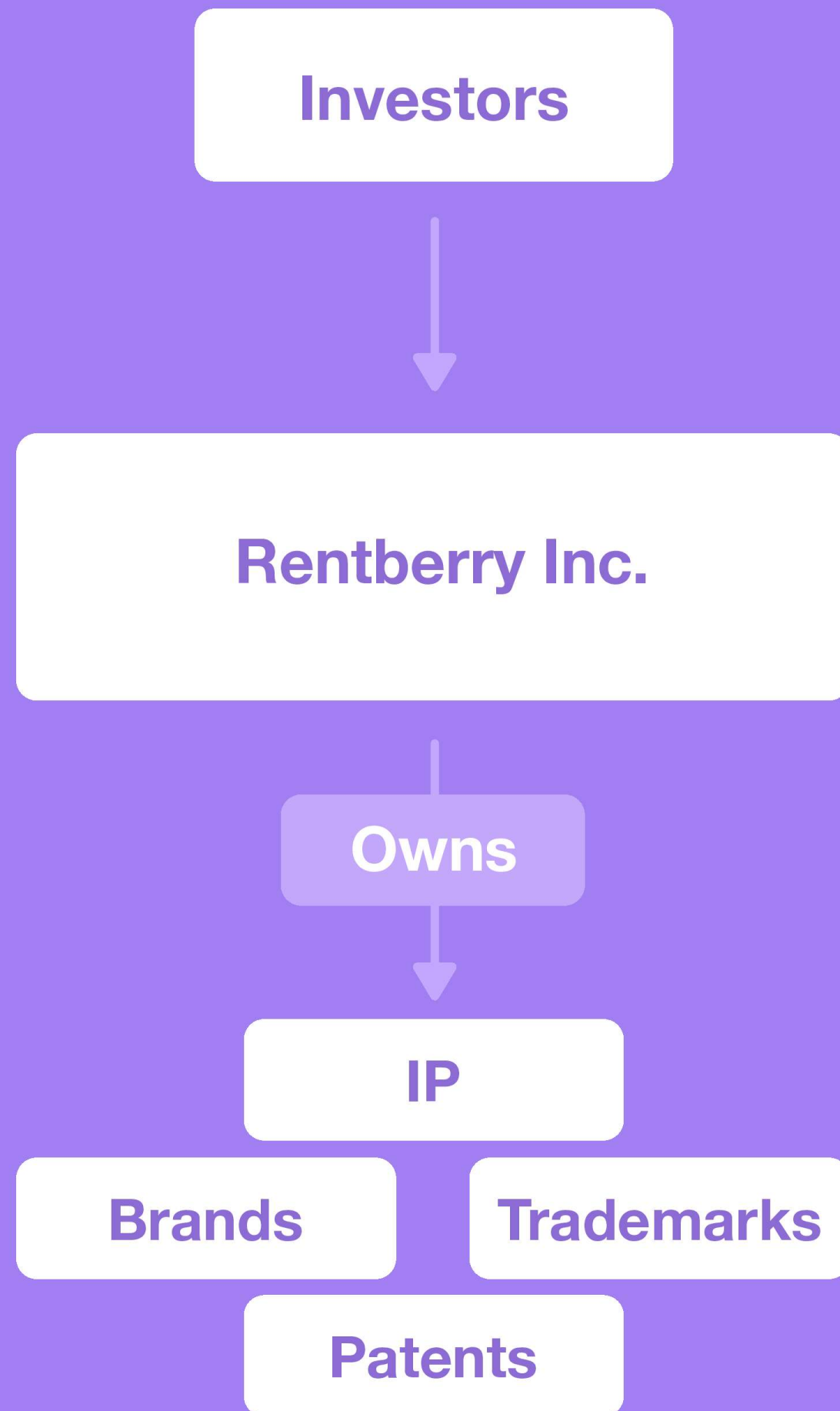
Institutional and Angel Investors From:



Partnerships With:



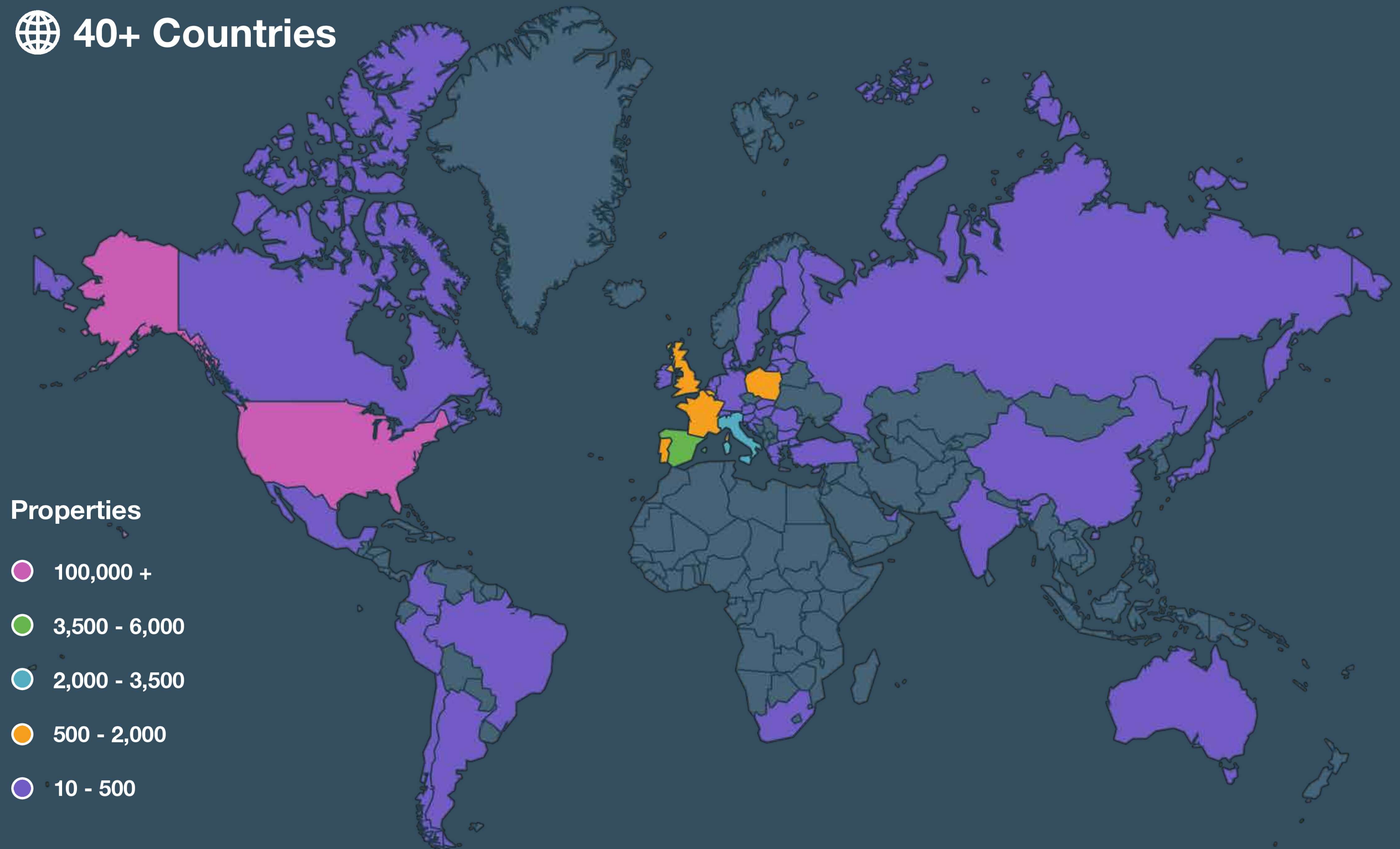
Corporate Structure & IP



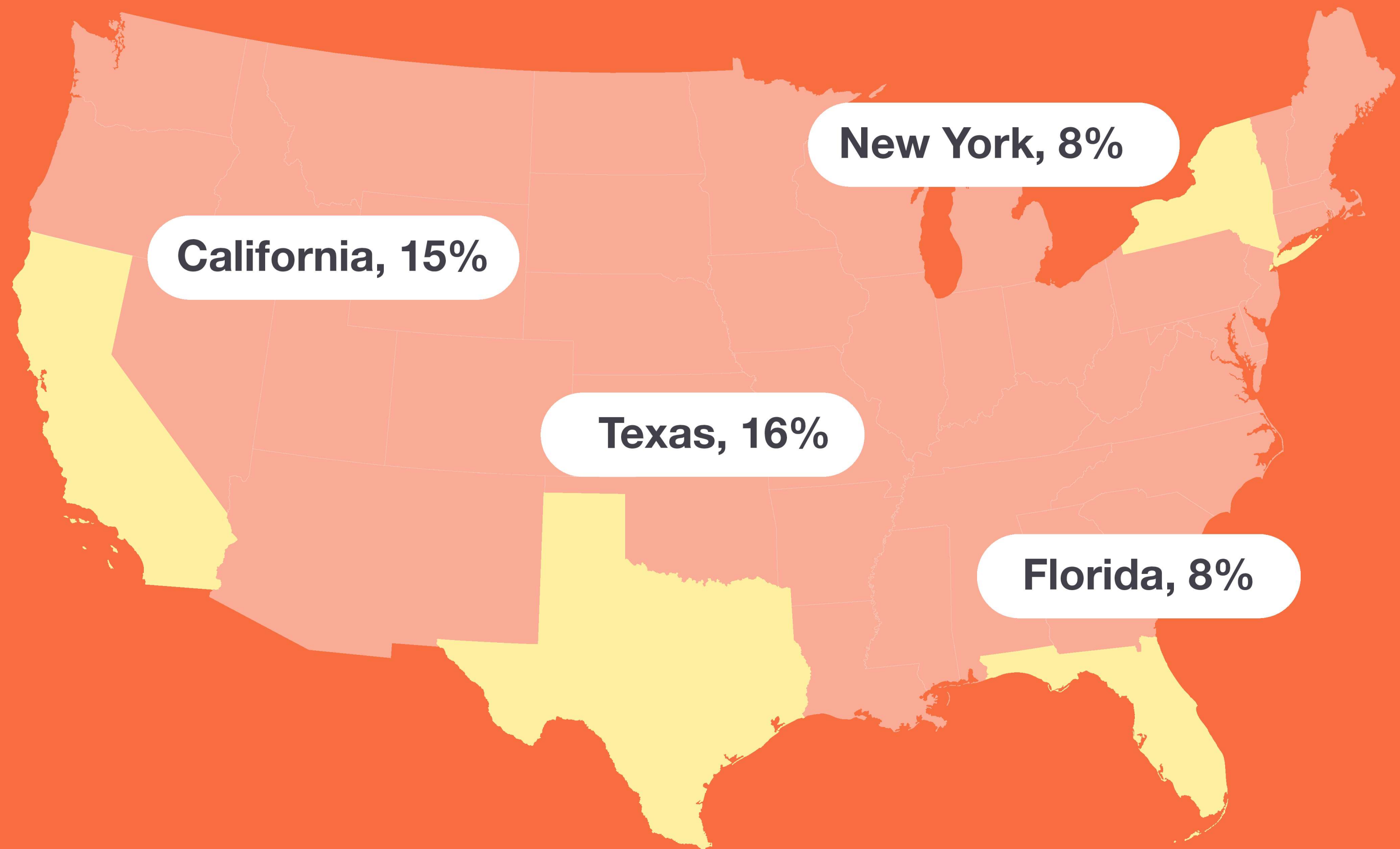
* Includes the code written for web and mobile apps as of Jan 1, 2020

International Presence

🌐 40+ Countries

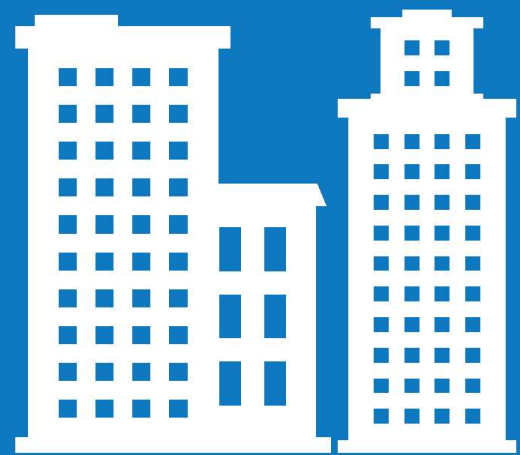


Largest Markets in the US



*Information from Google Analytics. Users. Jan 1st, 2019 – Dec 31st, 2019.

The US Market is Huge



44 mln

units rented each year



87 bln USD

blocked as rental deposits



694 bln USD

spent on rent each year

Flexible Revenue Model



Tenants

Application fee **\$9.99**
per application

Screening Fee **\$19.99**
per property



Landlords

Property promotion
(30 days) **\$49.99**
per property

E-sign, rent collection
& cloud data storage **\$19.99**
per property



Agents

Agent fee **\$24.99**
monthly
per agent



Enterprise

Residential properties
(homes, apartments & condos) **\$1.00**
monthly
per property

Commercial properties
(offices, retail stores & malls) **\$0.02**
monthly
per sq. ft.

*Does not include revenue from other sources (such as sale of renters insurance, leads to moving companies, etc.)

\$7 Billion Yearly Market Opportunity

Revenue from Tenants:



Revenue from Landlords:



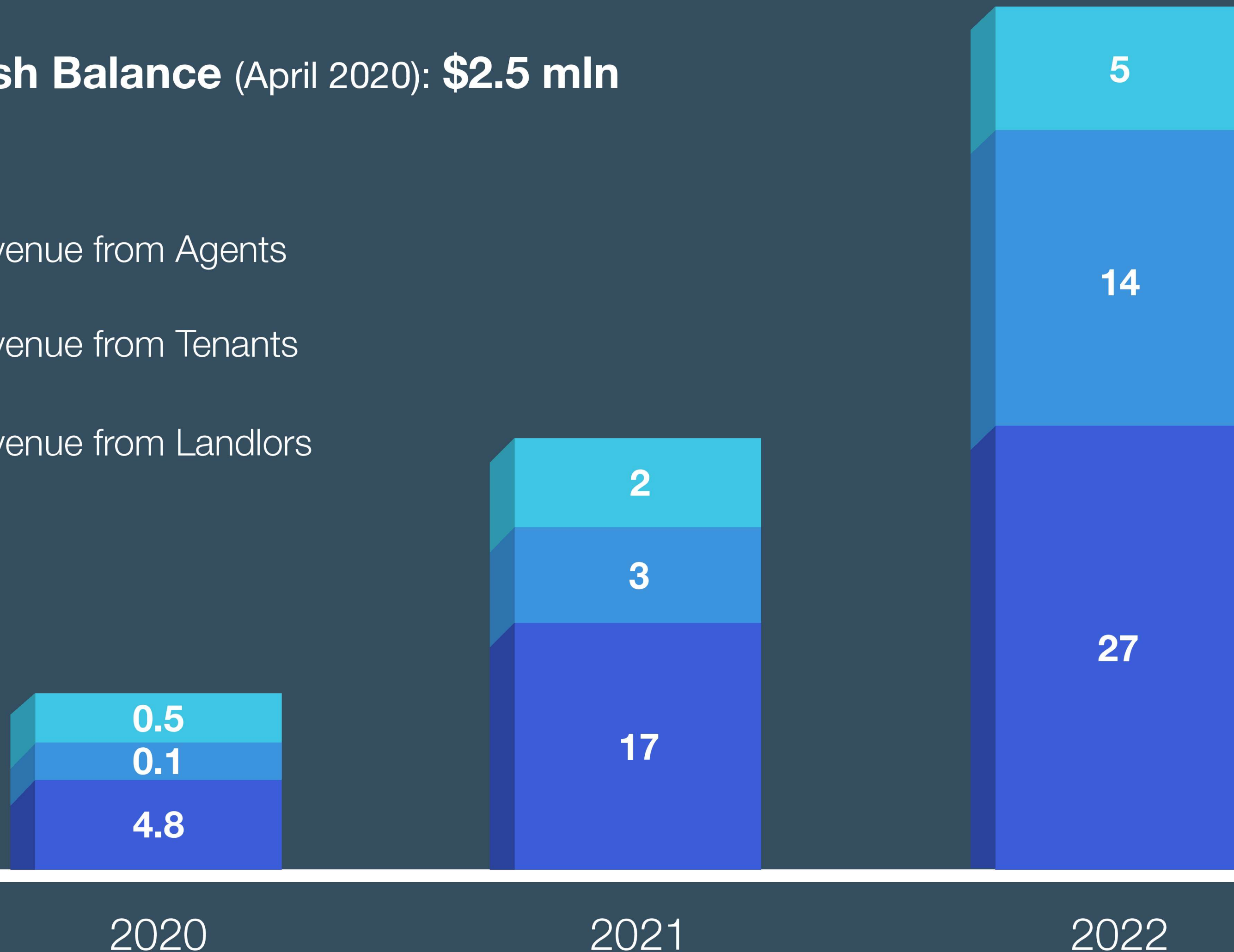
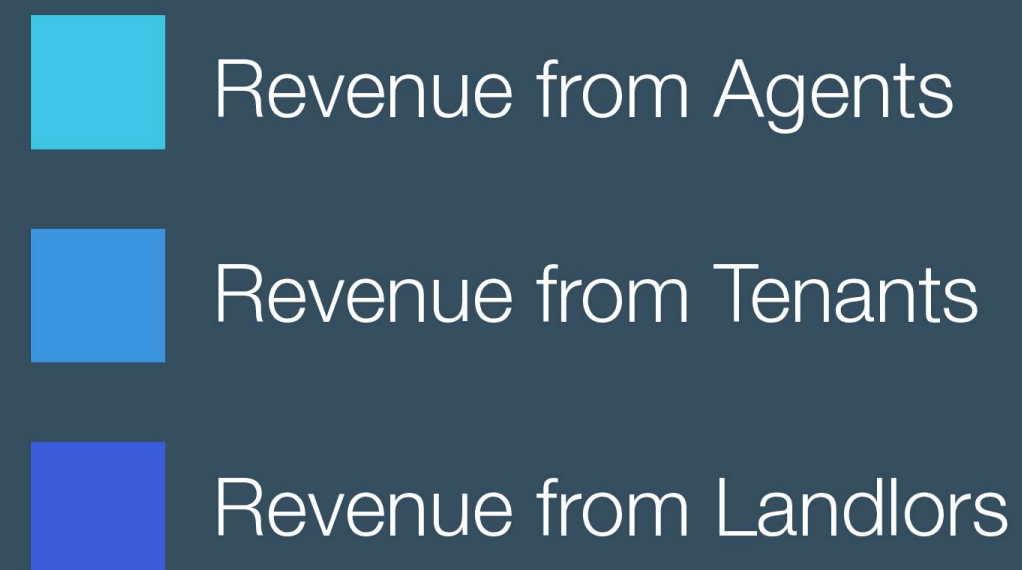
Revenue from Agents:



* Information for the US market. Does not include revenue from the commercial real estate

Financial Projections (mln)

\$ Cash Balance (April 2020): **\$2.5 mln**



Experienced Team



Headquarters:
San Francisco



Oleksiy Lubinsky

CEO

UC Berkeley
Business Administration &
Economics

CityHour, Deloitte, Raiffeisen,
Seven Hills

Successful entrepreneur
responsible for defining
Rentberry's vision



Denis Golubovsky

CTO

Full stack engineer and focus
driven coder with 12 years of
experience



Aleksey Humenuk

CMO

SEO and social media
marketing veteran



Alex Kotovskov

Head of Design

Distinguished UI/UX web and
mobile designer



Lily Ostapchuk

CPO

Product launch and business
development expert

30

Dedicated
People

450

Years of Combined
Experience

Industry Exits

Rentberry Advantage:

New approach to market pain points that current rental solutions do not solve

The only truly international real estate platform operational in 40+ countries



COMPASS



\$3.5B



acquired



\$3.0B



acquired



\$1.7B



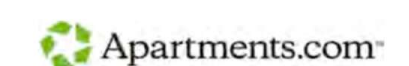
acquired



\$585M



acquired



\$525M



acquired



\$414M



acquired



\$385M



acquired



\$355M



acquired



Traction



Properties

6 mln+



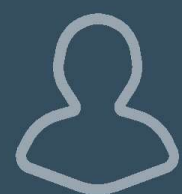
Average Increase In Rent

6%



Transaction Growth

2019: 213%



Users

2019: 900k



Average Decrease In Rent

8%

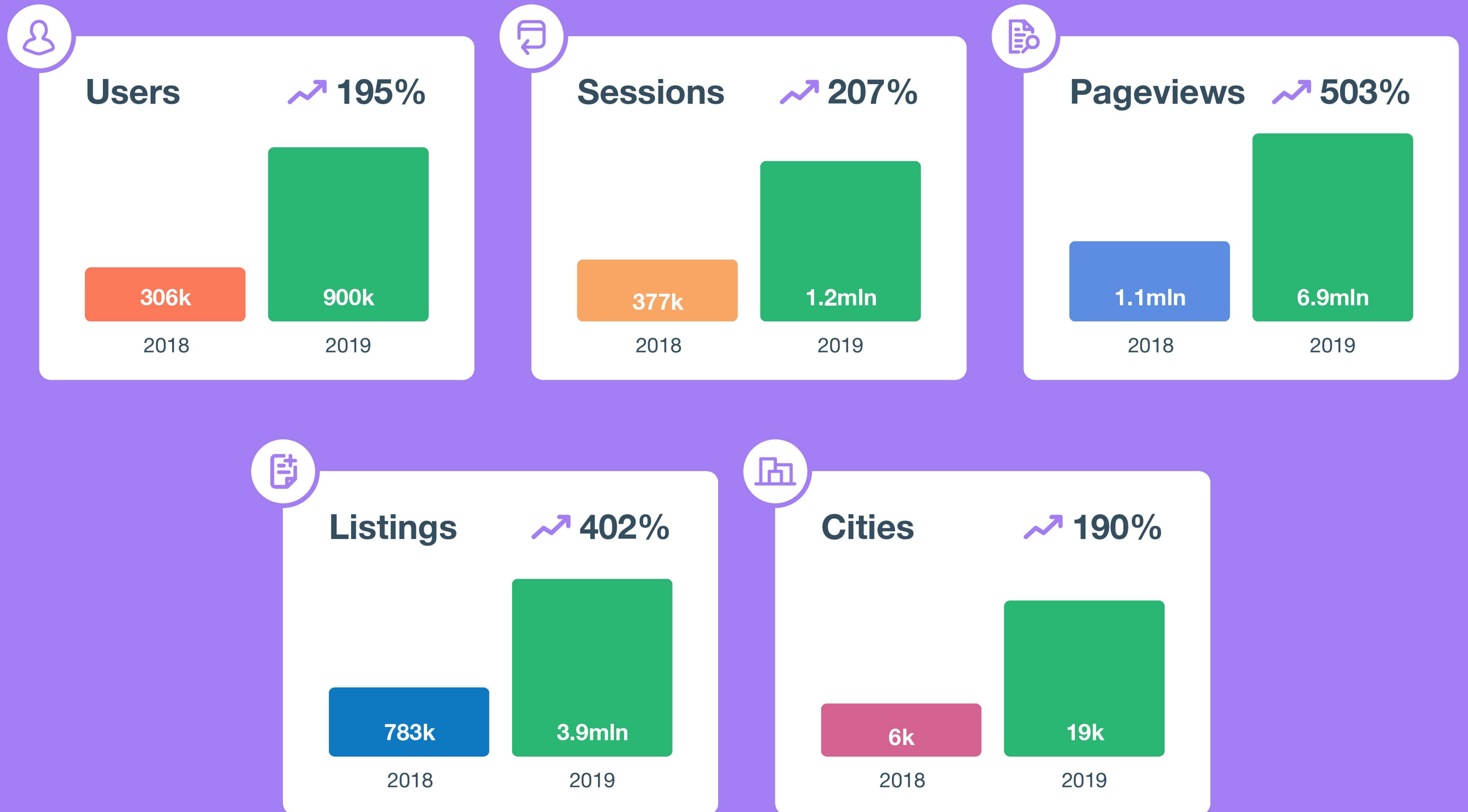


Partnerships

30

*Information from Google Analytics.

2019 Performance



* Information fro Google Analytics. Jan 1st, 2018 – Dec 31st, 2019.

Leading Industry Partnerships



Emaar

U.A.E

Capitalization:

\$9.7 bln

Owner of the largest shopping mall in the world (The Dubai Mall) and the tallest building in the world (Burj Khalifa).

Gross leasing area of shopping malls:
5.8 MM sq. ft.

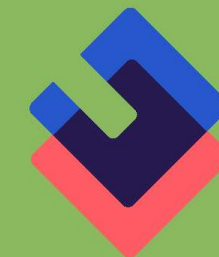
**In Q4 2019 the platform
for commercial real
estate was completed**

Brand used:  **Floorly**

Next Steps



Capital Raise Target:
\$3.1 mln
(70% secured)



Accomplished to date:

- ✓ Built dedicated team
- ✓ Proved business model
- ✓ Established strong customer base
- ✓ Secured key partnerships
- ✓ Achieved strong media coverage
- ✓ Secured high profile investors
- ✓ **Successfully raised \$10 mln**

Funding will help us:

- Fully patent technology
- Increase user base
- Add product functionality
- Implement financial monetization
- Expand commercial real estate platform
- Enter senior housing space
- Continue international growth

Platform Overview



Global Rental Platform

Available
in 40+ countries

Customizable rental
experience

Extensive search
capabilities

The screenshot displays the Rentberry website interface. At the top left is the Rentberry logo, and at the top right are links for "Log In" and "Sign Up". The main headline reads "Renting Done Right. Finally." Below this is a search bar with the placeholder text "Where do you want to live?". To the right of the search bar is a button labeled "List Your Rental". Below the search bar, there is a section titled "Popular Cities" with the text "Find thousands of houses and apartments". The main content area shows a grid of apartment listings. The first listing is for a "Nice apartment in center of New York" at 9627 W Huston St, priced at \$4,230, with 2 beds, 1 bath, and 787 Sq Ft. The second listing is for a "Renovated 3 Bedroom Apartment" at 2793 St James Pl, priced at \$4,080, with 2 beds, 3 baths, and 981 Sq Ft. Other listings are partially visible with prices like \$3,975, \$3,850, \$3,520, \$2,600, \$3,720, \$2,890, \$3,975, and \$3,850. On the right side, there is a map of New York City with various locations marked with price tags.

Unique Auction Technology

Online application management

Full visibility into competition

E-signing capability

Your Offer

Security Deposit
\$8,500

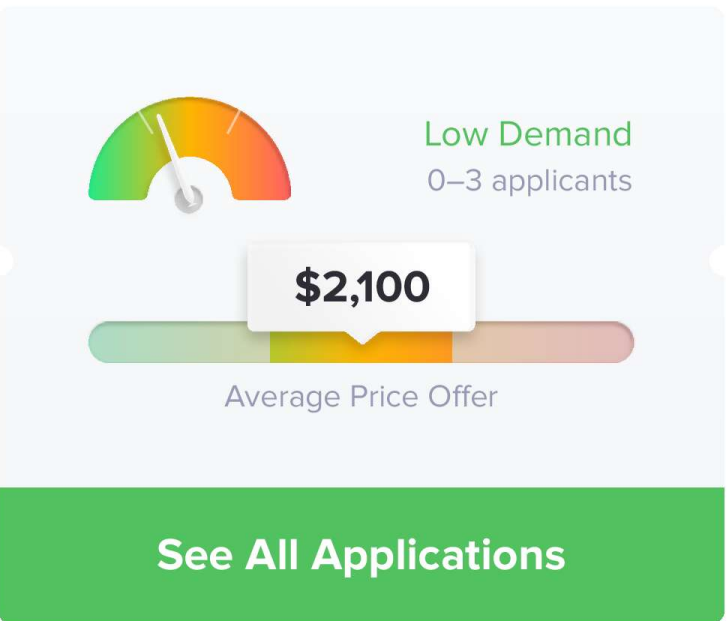
Monthly Rent
\$3,500

All Applications

It's your chance. Make a good offer and grab this place.

1. Your Offer

2. Additional Info



Monthly Rent

− \$2,000 +

Asking Price: \$2,000
Highest Offer: \$2,200

Security Deposit

− \$3,000 +

Match Highest Beat Highest

Asking Deposit: \$3,000
Highest Offer: \$3,000

Pets Deposit Offer Rent Offer



\$8,500

\$3,850



\$8,500

\$3,750



\$8,500

\$3,350

Transparent Application Process

Comprehensive
tenant verification

Instant
decision-making

Complete online data
storage

1. Application Details



Cynthia Porter

Contact



Megan Parks (roommate)

Contact

Date of Birth 09/11/1985
Phone (541) 754-3010
Email porter@gmail.com

Documents



passport.pdf



W-2.pdf



bank.pdf



employment.pdf

2. Confirmation

228 Park Ave S,
New York, NY 10003-1502

\$3,450



Cynthia Porter

Application Details

\$3,450

+\$600 / year

Respond



Megan Parks

Application Details

\$3,450

+\$600 / year

Respond



Kyle Wheeler

Application Details

\$3,350

−200 / year

Declined



James Barnes

\$3,450

Respond


© 2006 The Authors

Admin Panel


Full revenue potential

Distributed management rights

High occupancy rate




Properties 2 Messages 1 Contracts




Number of Properties

720




Rented Properties


+14% This Month



Manage Properties


Waiting for Signature

View All


Signed Contracts

View All


450

Peter Olson sent a message

5 hours ago

Contract Request

9 hours ago

Contract Request

1 day ago

See all activity

Calendar

<

April 2018

>

SUN	MON	TUE	WED	THU	FRI	SAT
March 27	28	29	30	31	1	2
Move-in at 9:00AM		Payment Dates + 2 more		Contract Expiration + 5 more		
3	4	5	6	7	8	9
	Contract Expiration		Move-in at 10:00AM			Payment Dates at 9:00AM

Ethan Newman

Details

58 Properties

72% Rented

Maria Gilbert

Details

102 Properties

54% Rented

Mike Parks

Details

70 Properties

44% Rented

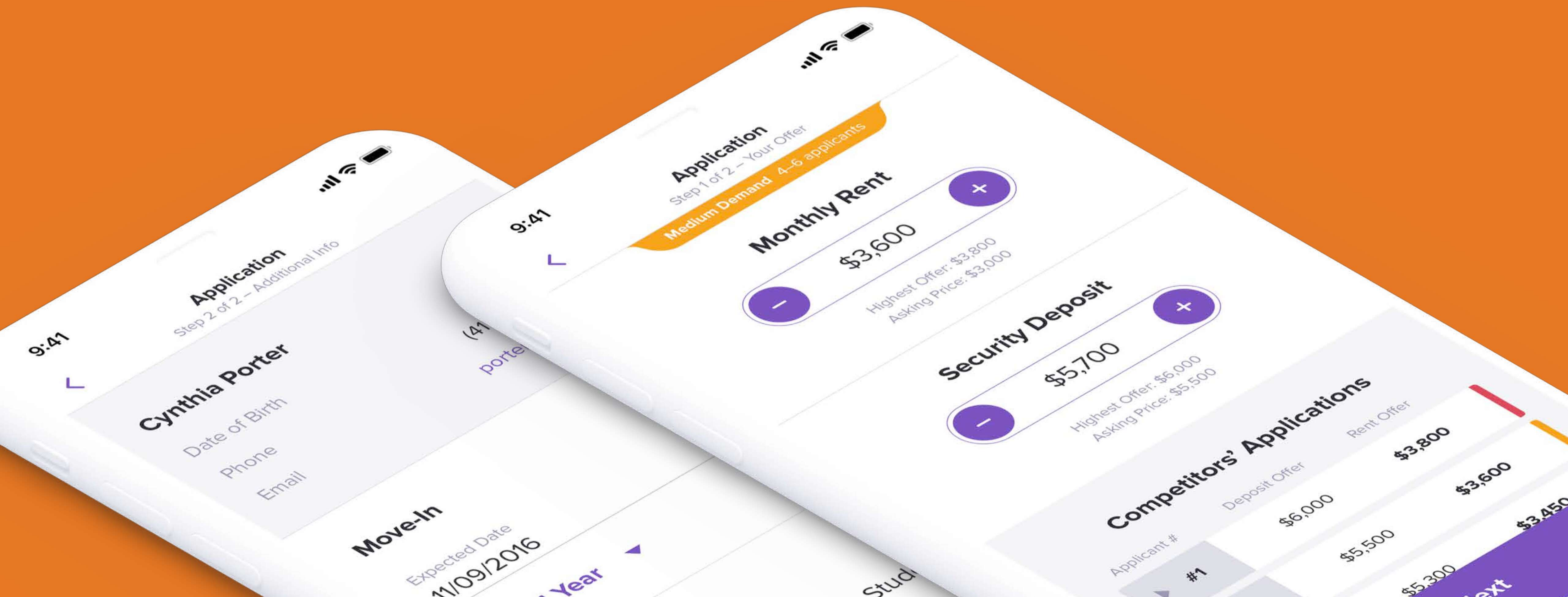
View All Managers

iOS & Android Apps

Rental process
on the go

Expanded target
audience

Engaging customer
experience



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Contact Information



Rentberry

**201 Spear Street, Suite 1100
San Francisco, CA 94105**

**Oleksiy Lubinsky
CEO**

+1-415-603-0707

o.lubinsky@rentberry.com