

## Next Door Photos

A real estate photography company with 40+ locations making an impact globally

nextdoorphotos.com



NDP found that realtors waste too much time and money waiting for the photos they need to publish their listings. An enterprise platform and a local ownership model enables NDP to capture a listing within a day and deliver all media the realtor has, making realtors time and money, all while creating jobs for those in need of it.

Paul Vanderhorst Co-Founder & CEO @ Next Door Photos

ABOUT | UPDATES | CREATIVITY | ARE A QUESTIONS?

### Why you may want to support us...

1. **PROVEN TRACTION** - Consolidated 2019 revenues of \$2,091 and has doubled revenue YoY for 4 consecutive years.
2. **SCALABLE PLATFORM** - NDP executed 27000+ photo shoots in 2019, adding an average of 75000 photos per month.
3. **VERIFIED IMPACT** - NDP is a Certified B Corp that verifies their commitment to social and environmental sustainability.
4. **PROVEN MODEL** - NDP partners with entrepreneurs through a shared ownership model to launch locations that can grow to \$1M-revenue in 7 years.
5. **GLOBAL REPUTATION** - NDP has 800+ active partners in the Philippines, Korea, and Nepal that supply 40+ locations in North America.

### Our Team

Meet the team behind the scenes



**Paul Vanderhorst**  
Co-Founder & CEO  
A proven leader for roles in manufacturing organizations - Specializes in growth, creative development and testing business - Mechanical Engineering Degree



**Taylor Blum**  
Co-Founder & CEO  
A proven leader for roles in manufacturing organizations - Specializes in growth, creative development and testing business - Communications Degree

### In the news



**Next Door Photos**  
Next Door Photos, the fastest growing real estate photography company, is looking for real estate photographers to join their team. Next Door Photos is a rapidly growing real estate photography company that partners with local real estate photographers to create a local ownership model.

### Downloads

NDP Pitch Deck - Next Door Photos (PDF)

## The Story of Next Door Photos

Technology is completely disrupting the general real estate industry - creating a much more efficient home buying and selling experience.

- Get an appraised for a mortgage in 5 minutes or less with **Instant Listings**
- Get an instant offer to purchase your home with a **Local Owner** from **Next Door**
- Quickly find your own home through a **curated search** on **Zillow**

Despite these advancements, it still takes another 7 days-to complete to schedule a shoot and receive completed media after the shoot. Realtors waste too much time and money waiting for the photos they need to publish their listings.

### Introducing Next Door Photos



Co-founders Paul Vanderhorst (an engineer) and Taylor Blum (a real estate photographer) created Next Door Photos (NDP) in October 2019 to help realtors publish listings faster, saving them time and money. They created a unique business model where NDP (the parent company) partners with local owners/operators who provide real estate marketing services to their local customers. All powered by an enterprise platform with global editing operations. Listings are photographed one day and edited with a 10 hour turnaround.

### Upending an Industry



This combination of no local owner powered by an enterprise platform started to gain traction quickly when the first location launched in the spring of 2019. By the end of 2019 the business model started to get built out and they had launched into 10 markets. Local Owners were building relationships with realtors in their communities and partnerships with larger real estate companies (Zillow, Redfin, Trulia, etc.) started to develop as the business grew.

### The Right Place at the Right Time



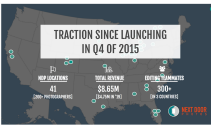
As they continued to grow, the adoption rate of professional listing photography increased by 10% annually (driven by the demand for high quality photos). By the end of 2019 they were operating in 10 markets. (Including one market that is currently under development and one that is currently in development.)

### Bringing it All Together



By the end of 2019, they had grown out the mobile platform, Local Ownership model, and client acquisition strategy. They brought on a Regional Director to oversee the Director of Operations to oversee the Local Owners who will help the organizations launch 10 locations in 2020 (and every year thereafter).

### A Lot can Happen in 4 Years



## Investor Q&A

### What does your company do?

Next Door Photos (NDP) is a rapidly growing real estate marketing company that partners with entrepreneurs to create businesses that serve realtors locally, while providing scalability for national, regional, and international operations globally. NDP has just raised \$10M in Series A funding and is currently operating in 10 markets in North America.

### Where will your company be in 5 years?

NDP hopes to grow into 100+ locations across North America by the end of 2024 and over the next 5 years with a goal of creating 100+ successful jobs for those who are interested in real estate. NDP's Director of Operations has been hired to launch the company in 2020 and is currently operating in 10 markets in North America. NDP has over 100+ employees working from their 10 locations (and is growing rapidly) and is currently operating in 10 markets in North America.

### Why did you choose this idea?

NDP found that realtors waste too much time and money waiting for the photos they need to publish their listings. An enterprise platform and a local ownership model enables NDP to capture a listing within a day and deliver all media the realtor has, making realtors time and money, all while creating jobs for those in need of it.

### How will you make money?

Each year, over a million homes get listed for sale. Add an additional listing service and realtor support (consulting, media, etc.) and the real estate market is worth \$1.5 TRILLION. NDP is currently operating in 10 markets and is currently operating in 10 markets. NDP has over 100+ employees working from their 10 locations (and is growing rapidly) and is currently operating in 10 markets in North America.

### Who are your competitors?

NDP has local competitors, mostly with photographers who have good service but struggle to keep up as well as national competitors with enterprise platforms but a weak presence in the markets they serve.

### What makes you different?

The combination of an enterprise platform (2-minute value selling - setup shop for all products, and easy delivery) with a local Owner (local customer service and local real estate knowledge), NDP's B Corp Certification and verified commitment to social and environmental sustainability is also unique to the industry.