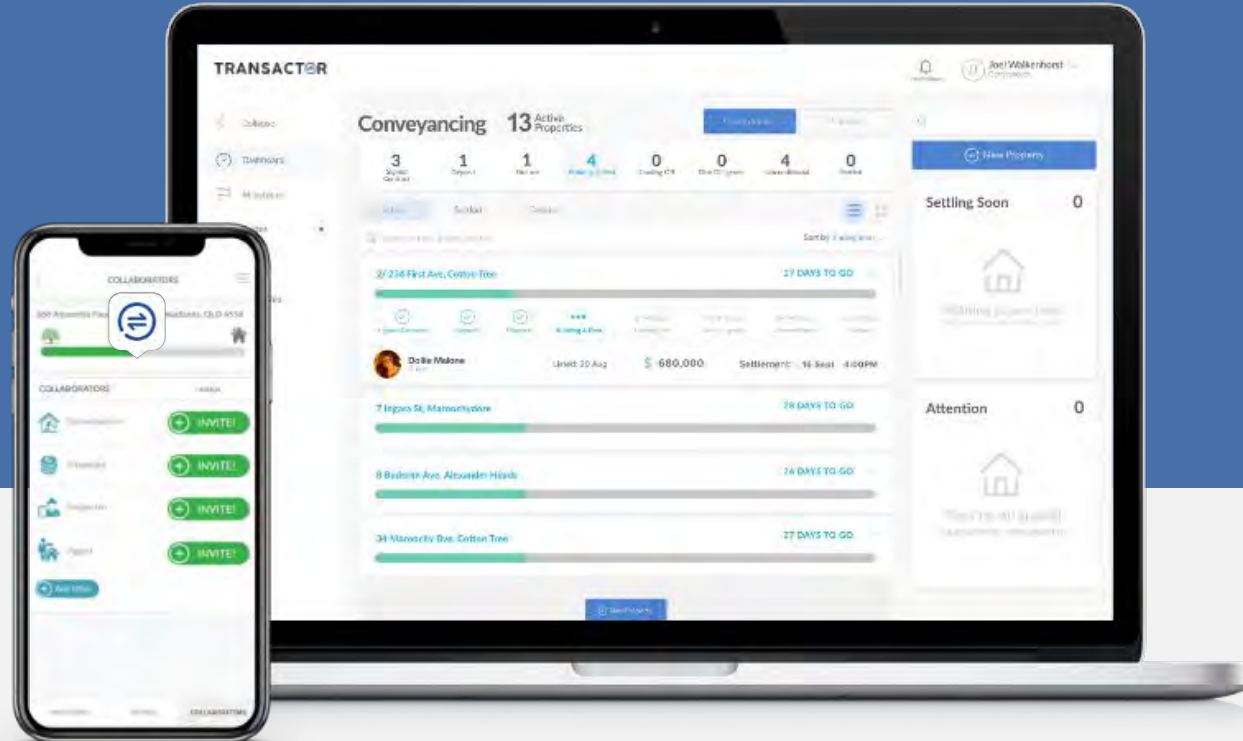


# MAKING PROPERTY TRANSACTIONS EASY



## TRANSACTOR



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This Information Memorandum (“IM”) dated June 2019 is issued by Conveyance Genius Pty Ltd – ACN 57 169 010 566 (“Conveyance Genius”) branded as Houseroo Pty Ltd. The purpose of this IM is to provide information for prospective investors to decide whether they wish to invest in Conveyance Genius. This is an important document. Recipients should read this document in its entirety before making a decision to invest and, if in doubt, should consult their professional advisors.

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# Transactor connects buyers, sellers, agents, conveyancers and financiers to track and manage their property transaction from start to finish

[< Back](#)

109 James Road, Cadello, VIC

TRANSACTOR

FinanceConveyancingAdd Property

109 James Road, Cadello, VIC, Australia

SETTLEMENT : APR 02,2020

10 DAYS PASSED

20 DAYS TO GO

Sign Contract  
Done

Initial Deposit  
Done

Cooling Off  
Done

Building & Pest  
OverDue 3 Day(s)

Finance  
In 4 Days

Balance deposit  
In 5 Days

Unconditional  
In 5 Days

Settlement  
In 20 Days

Rafiki King  
Conveyancer

SaleType : Buying | \$ 1250000 | Sign Contract : Mar 04,2020

Help Guide :

Delete Property

Collaborators

Details

Milestones

Documents

Gallery

Collaborator	Company/Name	Email	Mobile	Status	Marketplace	My Own	Remove
Conveyancer	Your Move Conveyancing	buyerconvey@transactorapp.com	041666867	✓ Active		<div>Edit</div>	
Financier	Ezy Home Loans	finance@transactorapp.com	+61041 666 500	✓ Active		<div>Edit</div>	
Agent	Agent LTD	agent@transactorapp.com	+61416 668 668	✓ Active		<div>Edit</div>	
Building & Pest						<div>Find</div>	<div>Invite</div>



**Buying a Property is a Broken Process** 

We track a \$10 pizza from door to door



HOWEVER

There's no way to **track** a \$1,000,000 property purchase



There's so much property tech



HOWEVER

We need to simplify the **property transaction** process





*Buying a home is the  
ultimate dream and  
the experience should  
be a joyful one!*

**The world revolves  
around property.**

- Everyone talks about it,
- Invests in it,
- Lives in it,
- Rents it and
- Shares their experience whether it's good or bad.

## Buying my first home was a *BAD* experience!

1. Conveyancer didn't keep me updated
2. Had no idea where the finance was up to
3. The deal nearly fell over
4. I didn't know the process or what to expect

**Shaneal Sharma**  
CEO / Founder @transactorapp



CEO's first home, 15 Analese Street Sunnybank Hills Q.L.D Australia

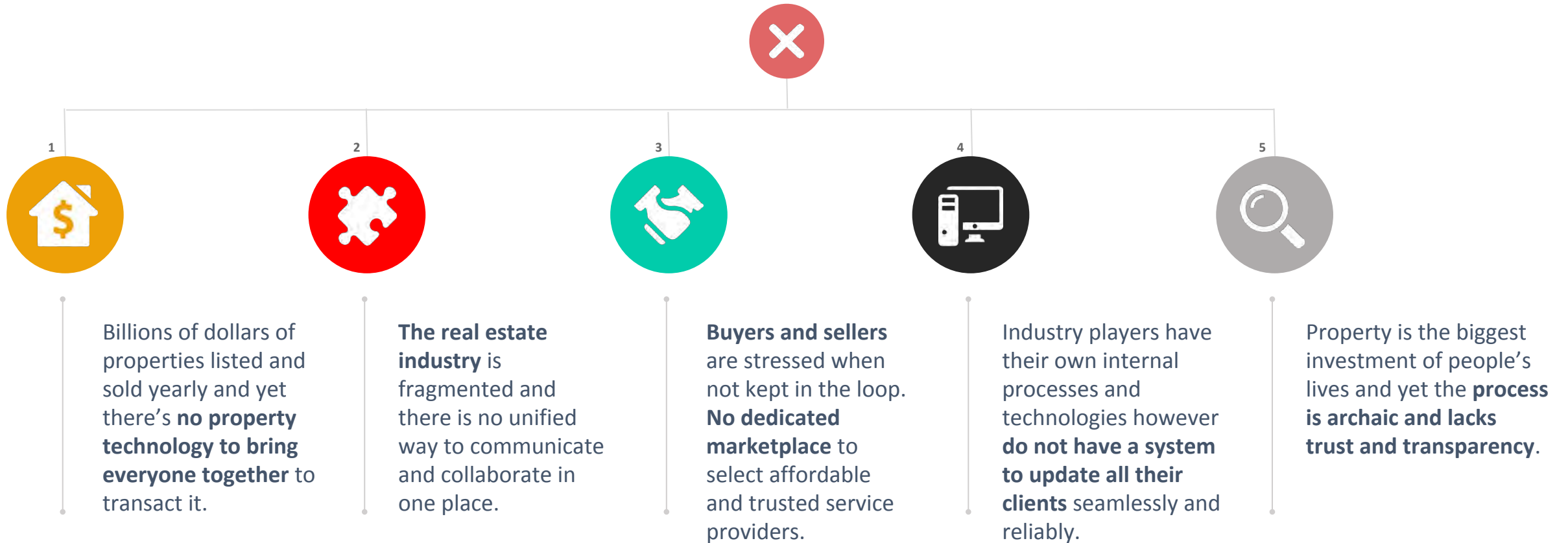
*The single biggest problem with communication is  
the illusion that it has taken place.*

GEORGE BERNARD SHAW | Nobel Prize winner 1925

**What is the PROBLEM?**

## Transacting Property is a Broken process!

There's so many moving pieces and so many people involved

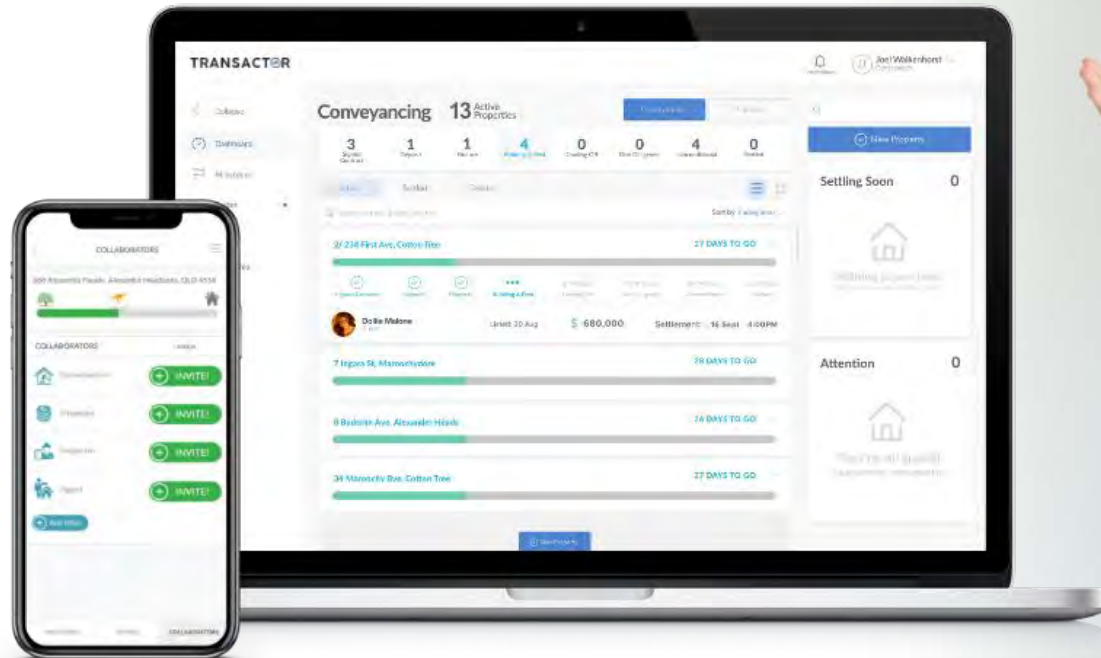




**Until Now!**

# Your Entire Property Journey from Start to Finish

- From Signing to Settlement -

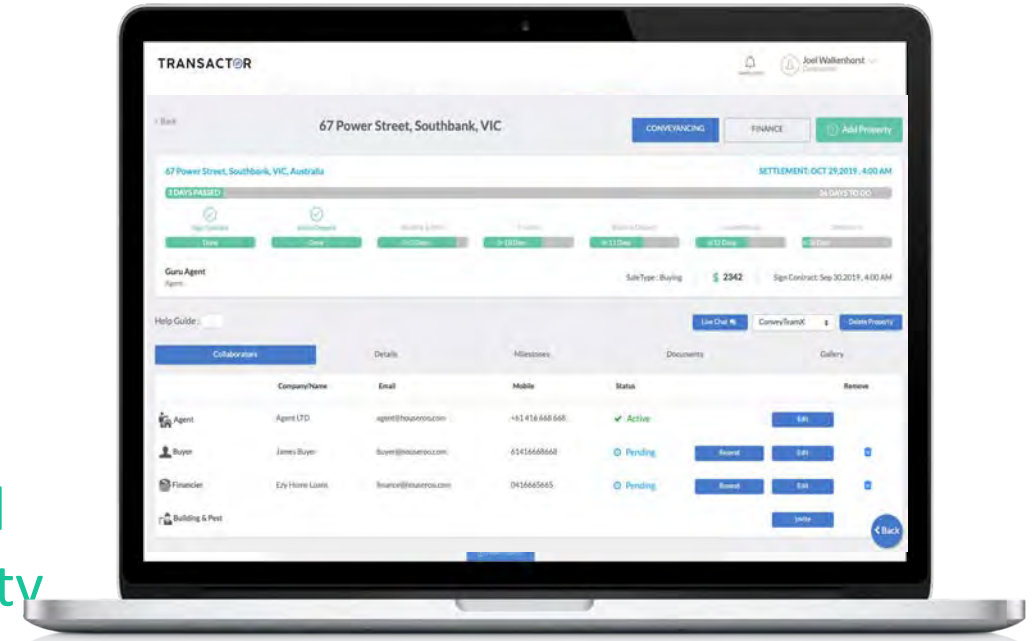


## TRANSACTR



## End-to-End Property Transactions made Easy

- TRANSACTOR connects buyers, sellers, conveyancers, real estate agents and mortgage brokers to track and manage their property transaction. It visualises the conveyancing and finance milestones on a timeline to successfully settle the property.
- Home buyers and sellers can choose products and services that are mandatory to settle their property from a trusted marketplace.



TRACK



COLLABORATE



COMMUNICATE



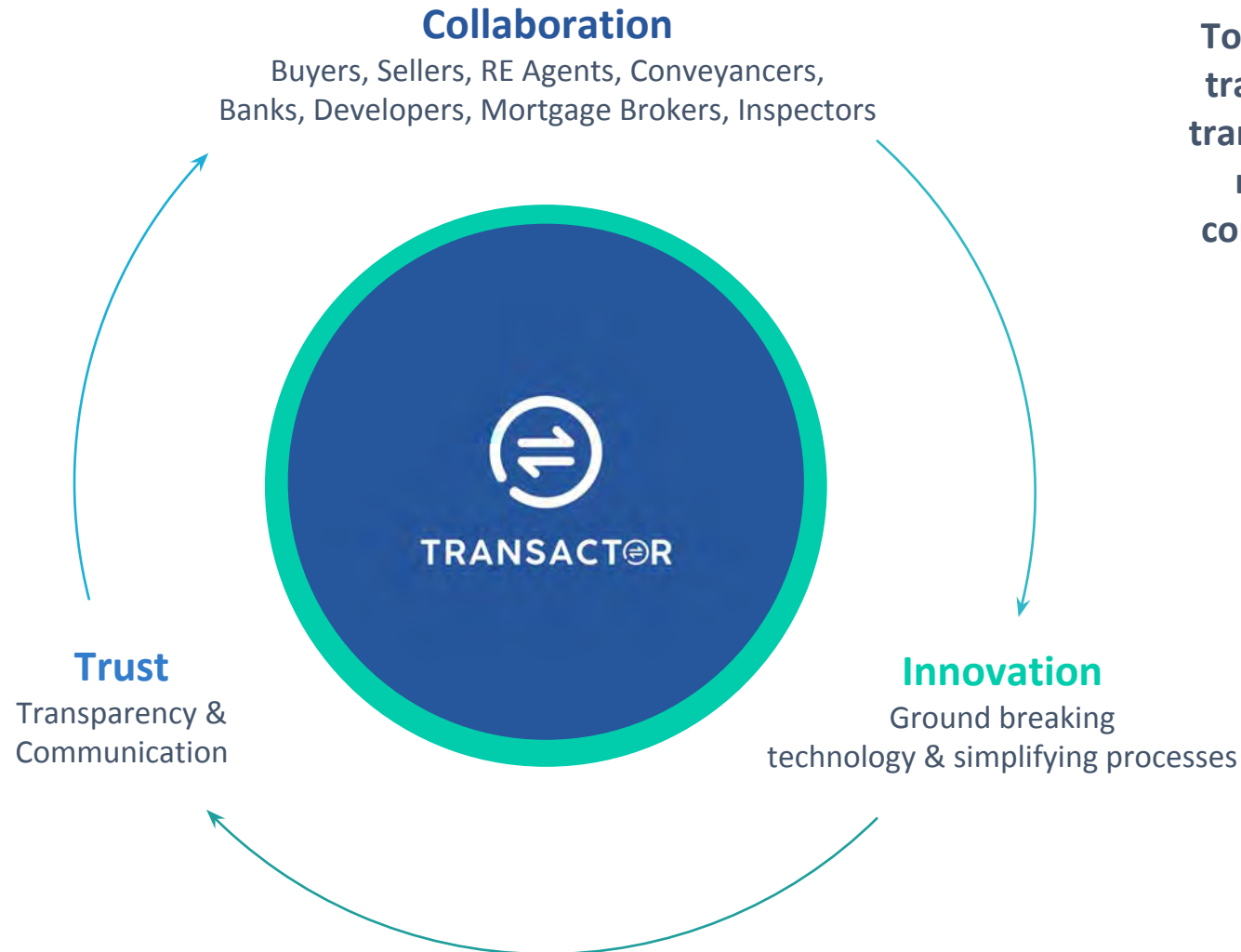
TRANSACT

## VISION

To be the industry standard of how property is transacted globally.

## MISSION

To provide less stress and transparency to property transactions by embedding relationships through connection, collaboration and automation.





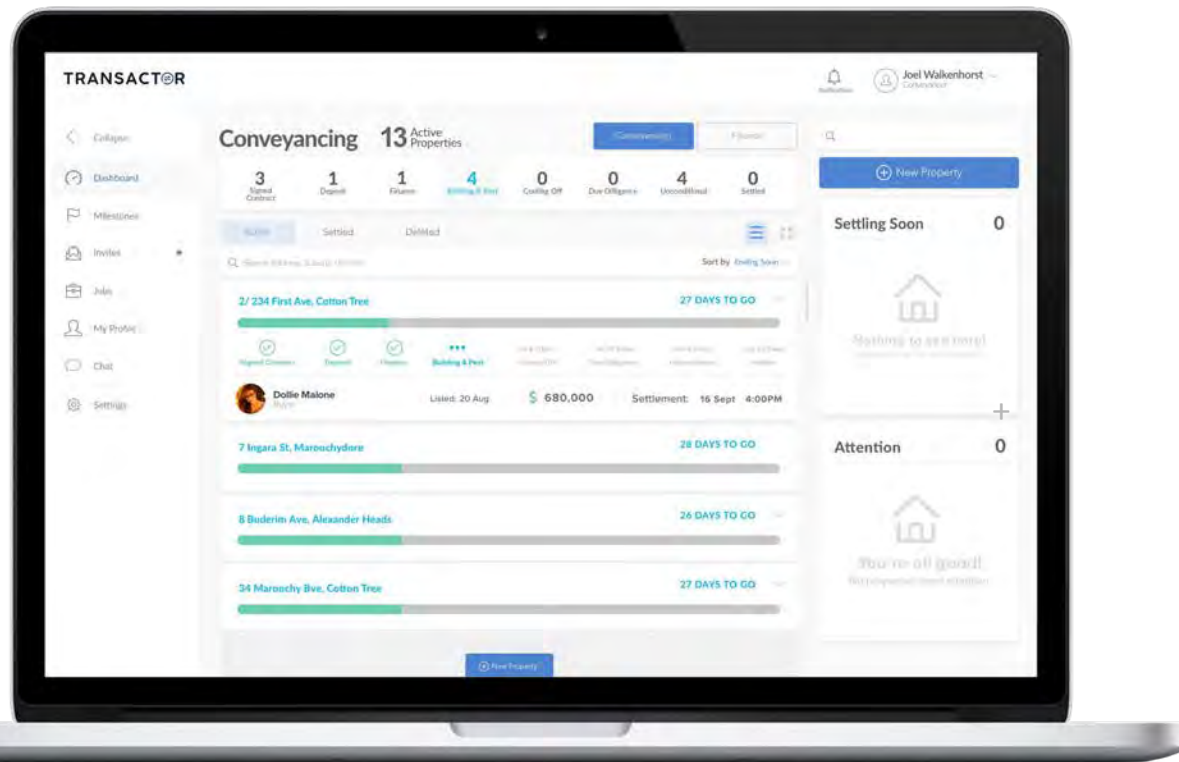
## Current Clients On Transactor





# The Interface

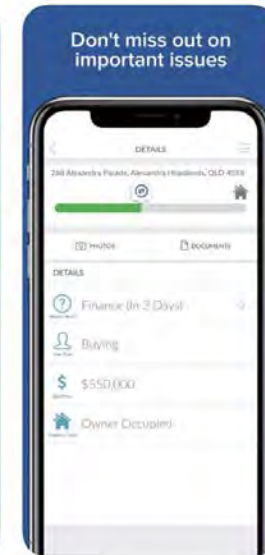
## Available on Desktop & Mobile



### Ratings and Reviews

5.0  
OUT OF 5  
★★★★★

**TRANSACTION**  
Your property tracker connecting everyone to transact successfully



GET IT ON  
**Google Play**

Download on the  
**App Store**

# TRANSACTION makes property transactions **Easy** by **Connecting** everyone to **Visualise** the Progress in Real time



Conveyancer



Real Estate Agent

**TRANSACTION**

Dashboard 13 Active Properties

Conveyancing Sales Campaign

Search Address, Suburb, Unit No

+ New Property

3 Signed Contract 1 Deposit 1 Finance 4 Building & Pest 0 Cooling Off 0 Due Diligence 4 Unconditional 0 Settled

Active Settled Deleted

Sort by Ending Soon

2/ 234 First Ave, Cotton Tree 7 Ingara St, Maroochydore 8 Buderim Ave, Alexander Heads

27 DAYS TO GO 28 DAYS TO GO 26 DAYS TO GO

34 Maroochy Bve, Cotton Tree 7 Ingara St, Maroochydore 8 Buderim Ave, Alexander Heads

26 DAYS TO GO

Settling Soon 4

23 BURGUNDY, MINYAMA UNCONDITIONAL - 3 DAYS TO GO View

143 HARRISON DVE, MINYAMA UNCONDITIONAL - 3 DAYS TO GO View

45 CHARITY DVE, MOOLOOLABA UNCONDITIONAL - 4 DAYS TO GO View

View all

Attention 3

23 BURGUNDY RD, MINYAMA ATTENTION! - 15 DAYS TO GO View

143 HARRISON DVE, MINYAMA ATTENTION! - 19 DAYS TO GO View

23 BURGUNDY RD, MINYAMA ATTENTION! - 20 DAYS TO GO View

View all

+ New Property

Property Details

2/ 234 First Ave, Cotton Tree 27 DAYS TO GO

Settling Soon 0

Attention 0

Financier: [Name] [Email] [Phone] [Address] [Postcode] [State] [Country]

Conveyancer: [Name] [Email] [Phone] [Address] [Postcode] [State] [Country]

Buyer/Seller: [Name] [Email] [Phone] [Address] [Postcode] [State] [Country]

Building & Pest: [Name] [Email] [Phone] [Address] [Postcode] [State] [Country]

Settlement: 16 Sept 4:00PM

Price: \$680,000

Loan: [Amount] [Term] [Rate]

Insurance: [Type] [Amount] [Term]

Stamp Duty: [Amount]

Transfer Fee: [Amount]

Other Fees: [Amount]

Total: [Amount]

Save Property



Buyer/Seller



Mortgage Broker



# Conveyancers and Financiers can update everyone in one click

TRANSACTION

Notifications 38

Invites 1

Jobs 0

Amazing Conveyancing  
Conveyancer

Dashboard 364 Total Properties

Conveyancing

Finance

+ Add Property

216 Sign Contract  
143 Cooling Off  
238 Building & Pest  
271 Finance  
35 Initial Deposit  
10 Unconditional  
22 Settlement  
27 Balance Deposit  
80 Other  
139 Attention

Settling Soon 10

100 FLINDERS STREET, YOKINE,  
WA

UNCONDITIONAL - OVERDUE

View

5 GLENGARIFF AVENUE,  
KILLARNEY HEIGHTS, NSW

Search Address, Suburb, Unit No

67 Power Street, Southbank, VIC

SETTLEMENT: OCT 29, 2019, 2:00 PM

Manage

3 DAYS PASSED

26 DAYS TO GO

209 Chapel Street, Prahran, VIC

SETTLEMENT: OCT 27, 2019, 4:00 PM

Manage

5 DAYS PASSED

24 DAYS TO GO

67 Power Street, Southbank, VIC

CONVEYANCING

FINANCE

+ Add Property

67 Power Street, Southbank, VIC, Australia

SETTLEMENT: OCT 29, 2019, 4:00 AM

3 DAYS PASSED

26 DAYS TO GO

Sign Contract Done  
Initial Deposit Done  
Building & Pest In 11 Days  
Finance In 10 Days  
Balance Deposit In 11 Days  
Unconditional In 12 Days  
Settlement In 26 Days

Guru Agent  
Agent

SaleType: Buying

\$ 2342

Sign Contract: Sep 30, 2019, 4:00 AM

Help Guide:

Live Chat

ConveyTeamX

Delete Property

Collaborators

Details

Milestones

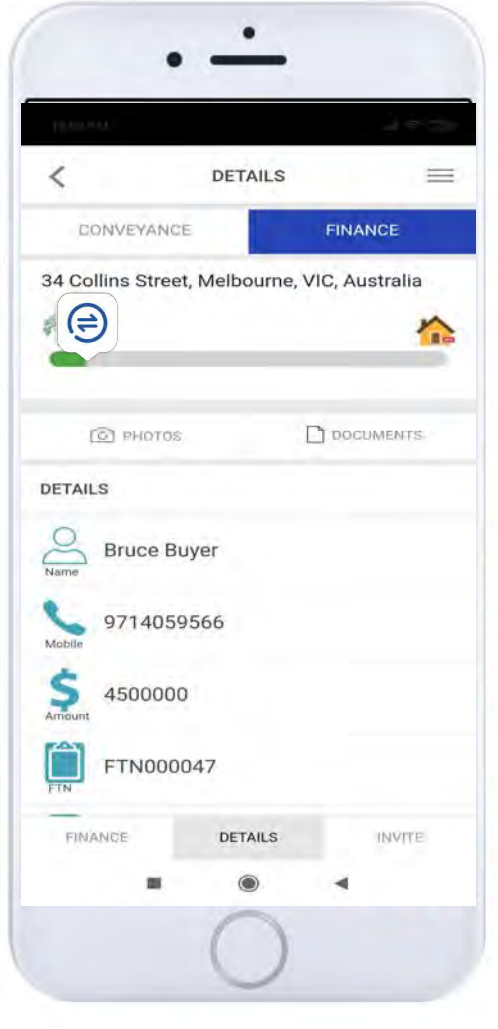
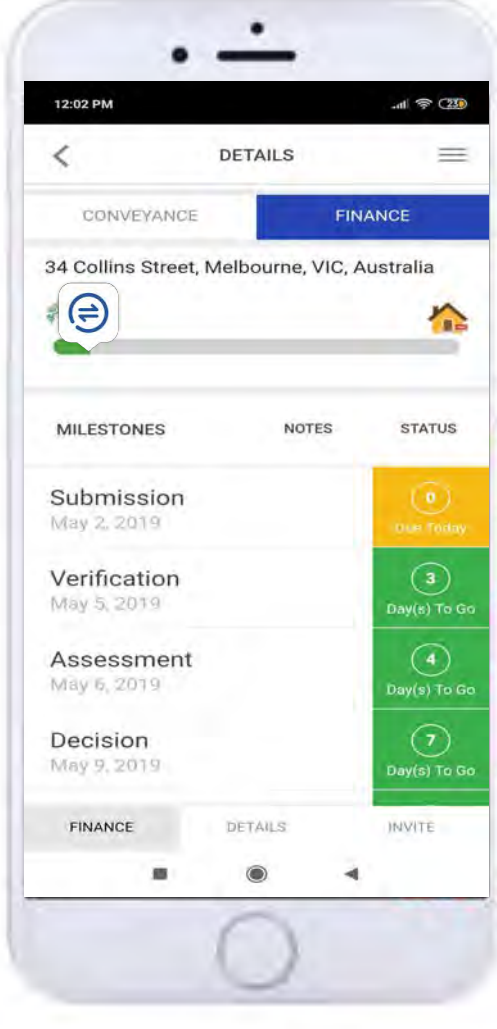
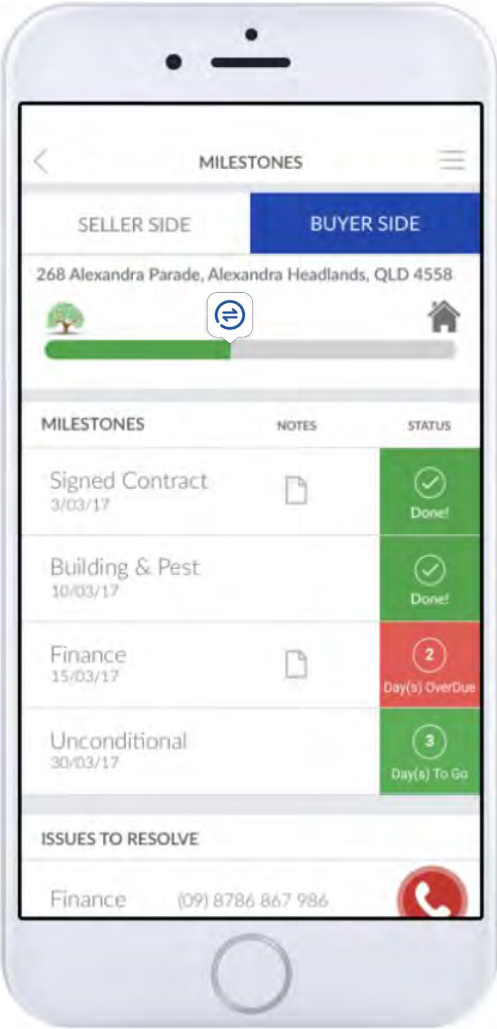
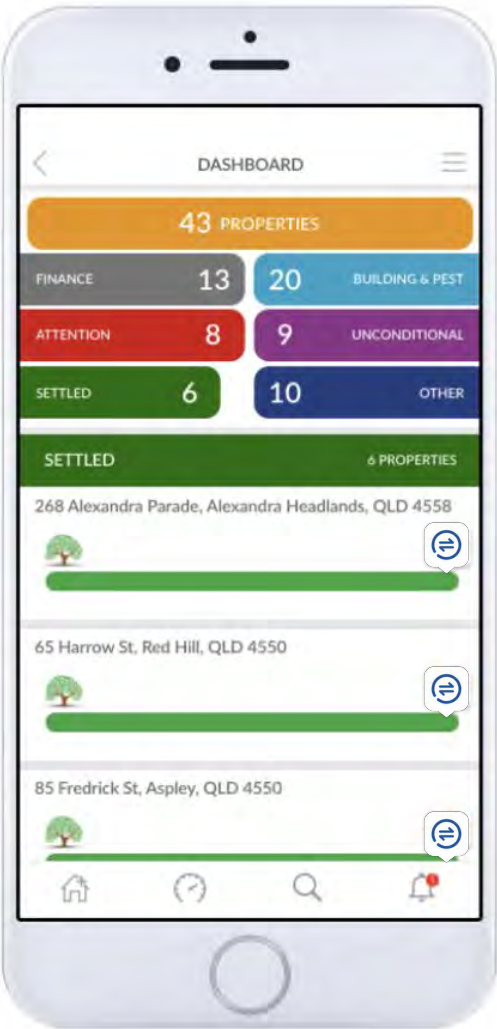
Documents

Gallery

	Company/Name	Email	Mobile	Status	Remove
Agent	Agent LTD	agent@houseroo.com	+61 416 668 668	Active	Edit
Buyer	James Buyer	buyer@houseroo.com	61416668668	Pending	Resend Edit
Financier	Ezy Home Loans	finance@houseroo.com	0416665665	Pending	Resend Edit
Building & Pest					Invite

Back

Track conveyancing & finance







# An Interactive Marketplace

# INTERACTIVE MARKETPLACE

TRANSACTION

- Home buyers and sellers can book and pay for core services required to settle their properties nationwide.
- Service providers can sign up and showcase their businesses and offerings to consumers.
- Customers can provide live feedback to service providers every step of the way.
- Home buyers and sellers now have a single place to book everything they need for their property transaction.

The screenshot displays the TRANSACTION interactive marketplace interface, showing three service categories: Conveyancers, Building & Pest Inspectors, and Insurance.

**1. Conveyancers**

Select	Company Name	Licensed	Insured	Rating	Regular Rate	
<input type="radio"/>	<b>Prestige Conveyancing</b> A respectable Inspector with over 10 years experience				<b>\$600</b>	Conveyancer
<input checked="" type="radio"/>	<b>Real Conveyancing</b> A respectable Inspector with over 10 years experience				<b>\$480</b>	Real Conveyancing Richard King
<input type="radio"/>	<b>Complete Conveyancers</b> A respectable Inspector with over 10 years experience				<b>\$500</b>	

Sort by: Price (dropdown) Prev 1 2 3 4 Next

INVITE MY OWN

You save **\$30**  
~~\$480~~ **\$450**

**2. Building & Pest Inspectors**

Select	Company Name	Licensed	Insured	Rating	Regular Rate	
<input type="radio"/>	<b>Pest Control</b> A respectable Inspector with over 10 years experience				<b>\$460</b>	Building & Pest
<input checked="" type="radio"/>	<b>Real Inspections</b> A respectable Inspector with over 10 years experience				<b>\$680</b>	Pest Control Damon Curtis
<input type="radio"/>	<b>Complete Pestors</b> A respectable Inspector with over 10 years experience				<b>\$300</b>	

Sort by: Price (dropdown) Prev 1 2 3 4 Next

INVITE MY OWN

You save **\$30**  
~~\$680~~ **\$650**

**3. Insurance**

Call me with the best deal ☒ I have my own ☐

Confused about which one to choose?

We've done all the work for you

Most Affordable ☒  
Most Suitable ☒  
Most Trusted ☒

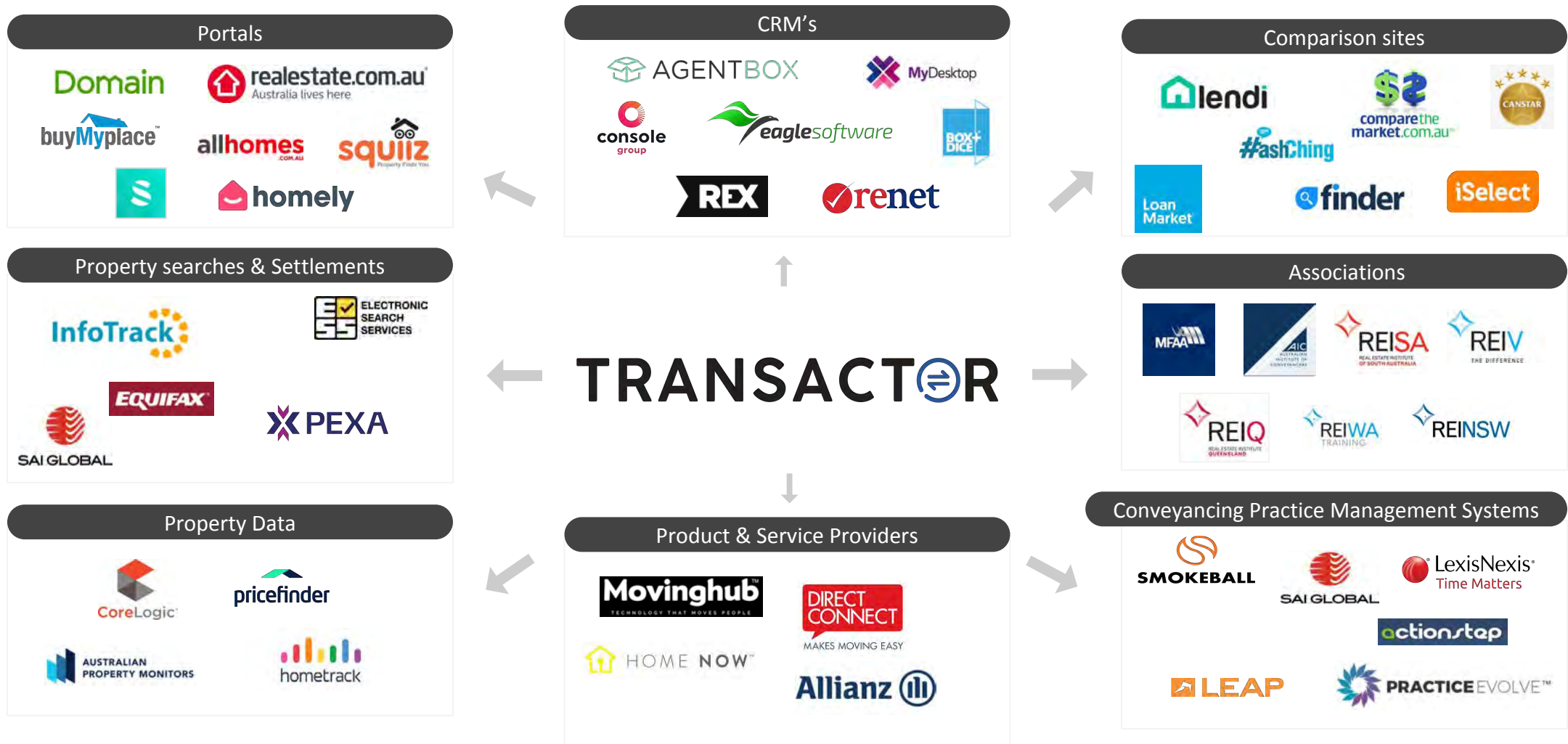
Confirm details

Joel Walker  
 0439 176 776

Total Savings: **\$60**

**TOTAL** Conveyancer + Building & Pest = **\$1100**

## Open Integration with the ability to access the entire property ecosystem



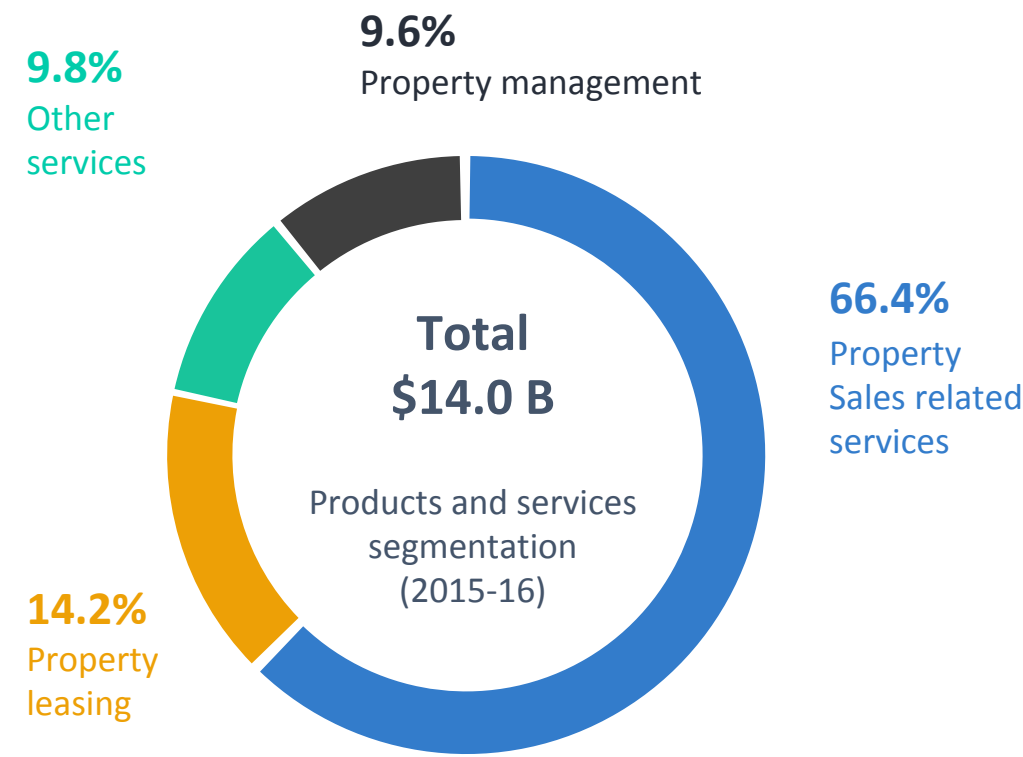
# The Market

**Transactors Current Property Transaction Volume:**

**\$2B<sub>+</sub>**



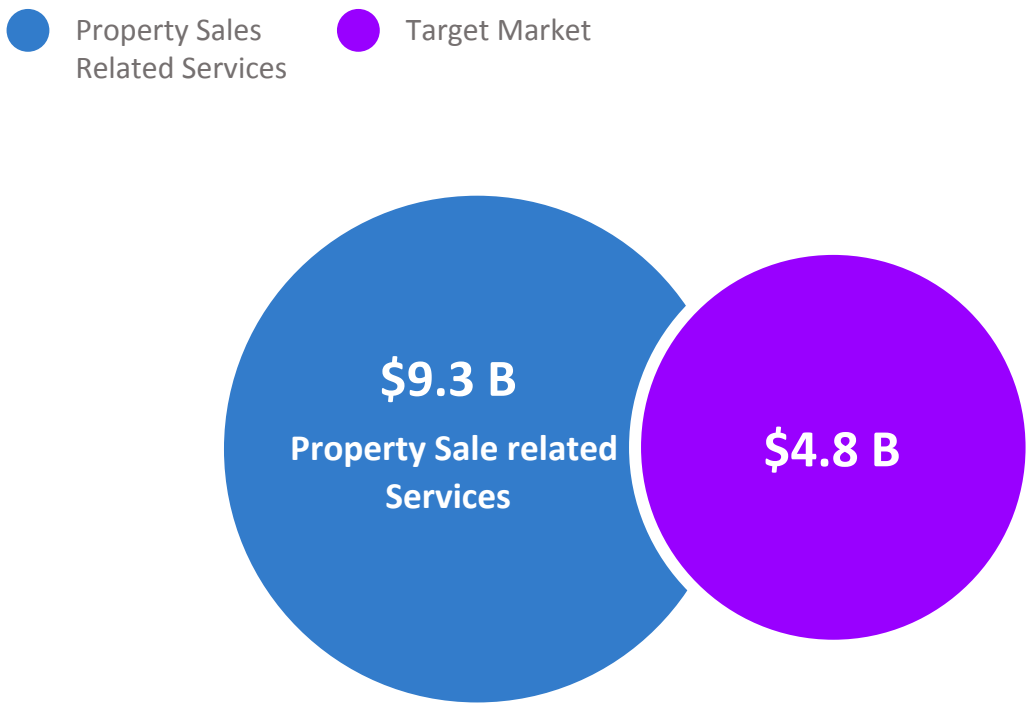
Total Addressable Market



Property leasing, sales, management and other services

Source: Ibis report

Property Sales Related Services & Target Market



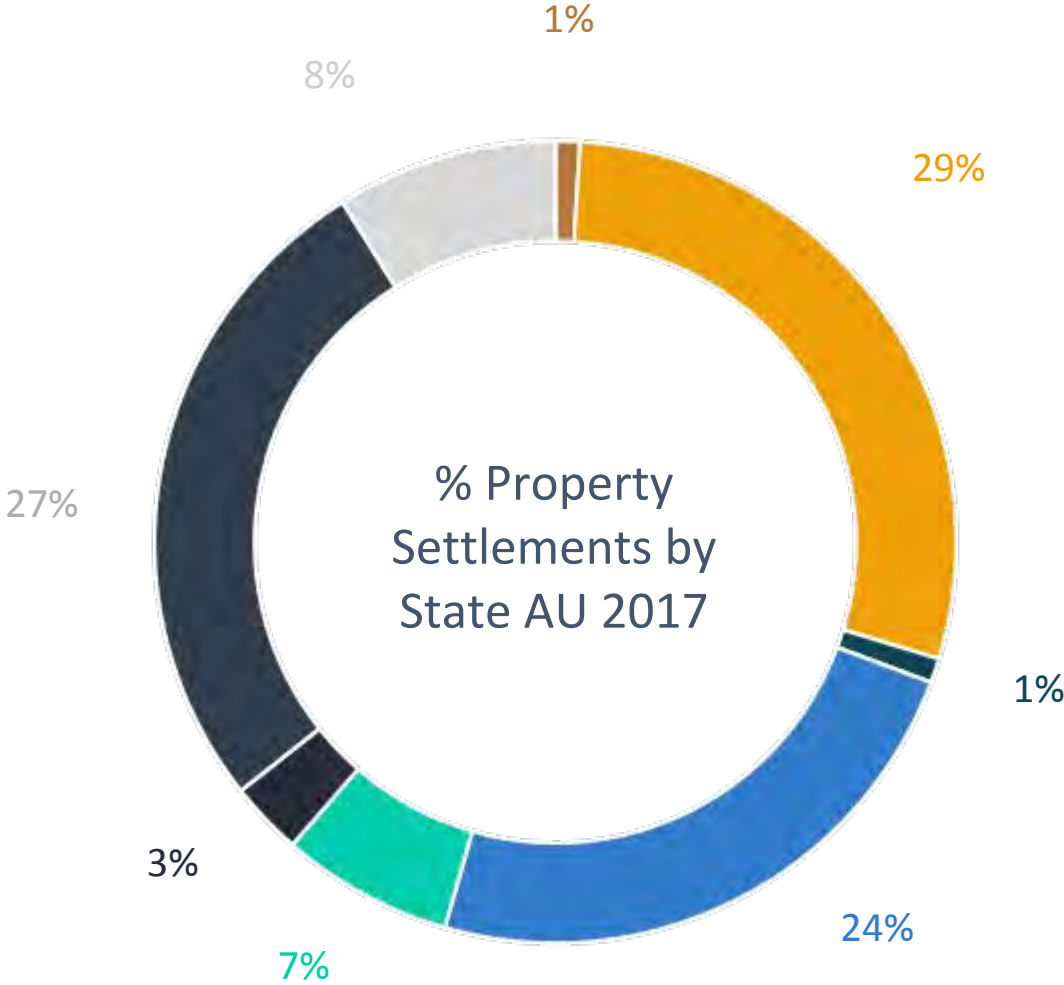
\$860m Conveyancing services (860k both sides) x \$1000 avg Conveyancing) / \$430m Insurance (430k x \$1000)  
\$175m Build & Pest Inspections (350k x \$500) / \$1.22b Mortgage brokering (350k x \$3500)  
\$2.15b Estate Agent Commissions (\$215b x 1%)

Source: Estimates from Ibis & Statica



# Property Transactions AU 2017

● ACT	5,362	1%
● NSW	122,251	29%
● NT	2,221	1%
● QLD	102,884	24%
● SA	29,321	7%
● TAS	11,737	3%
● VIC	115,020	27%
● WA	39,199	8%
Total	427,995	100%



Source: ABS bu-0317-3-housing-market-turnover

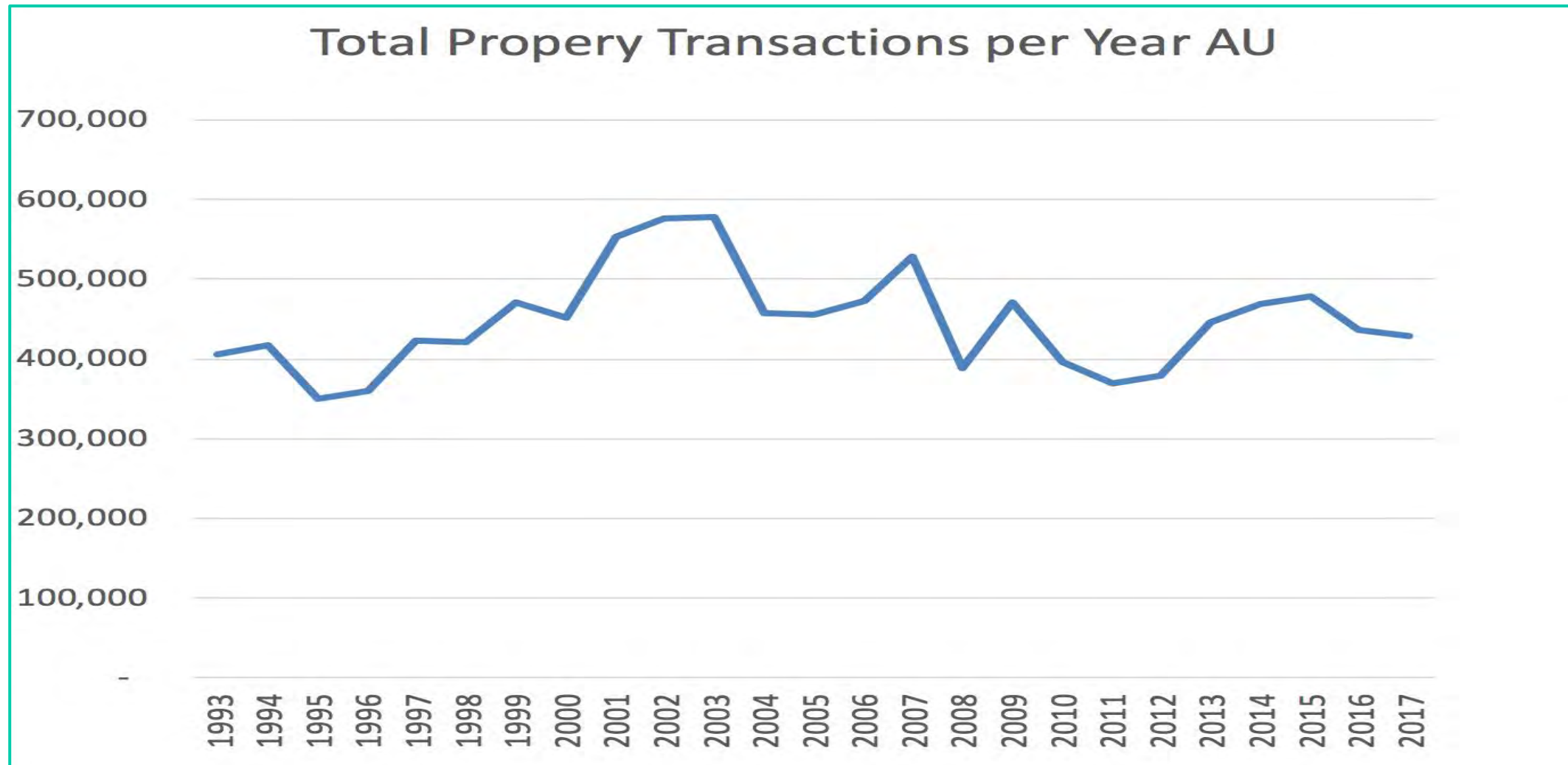
**BUYER SIDE**

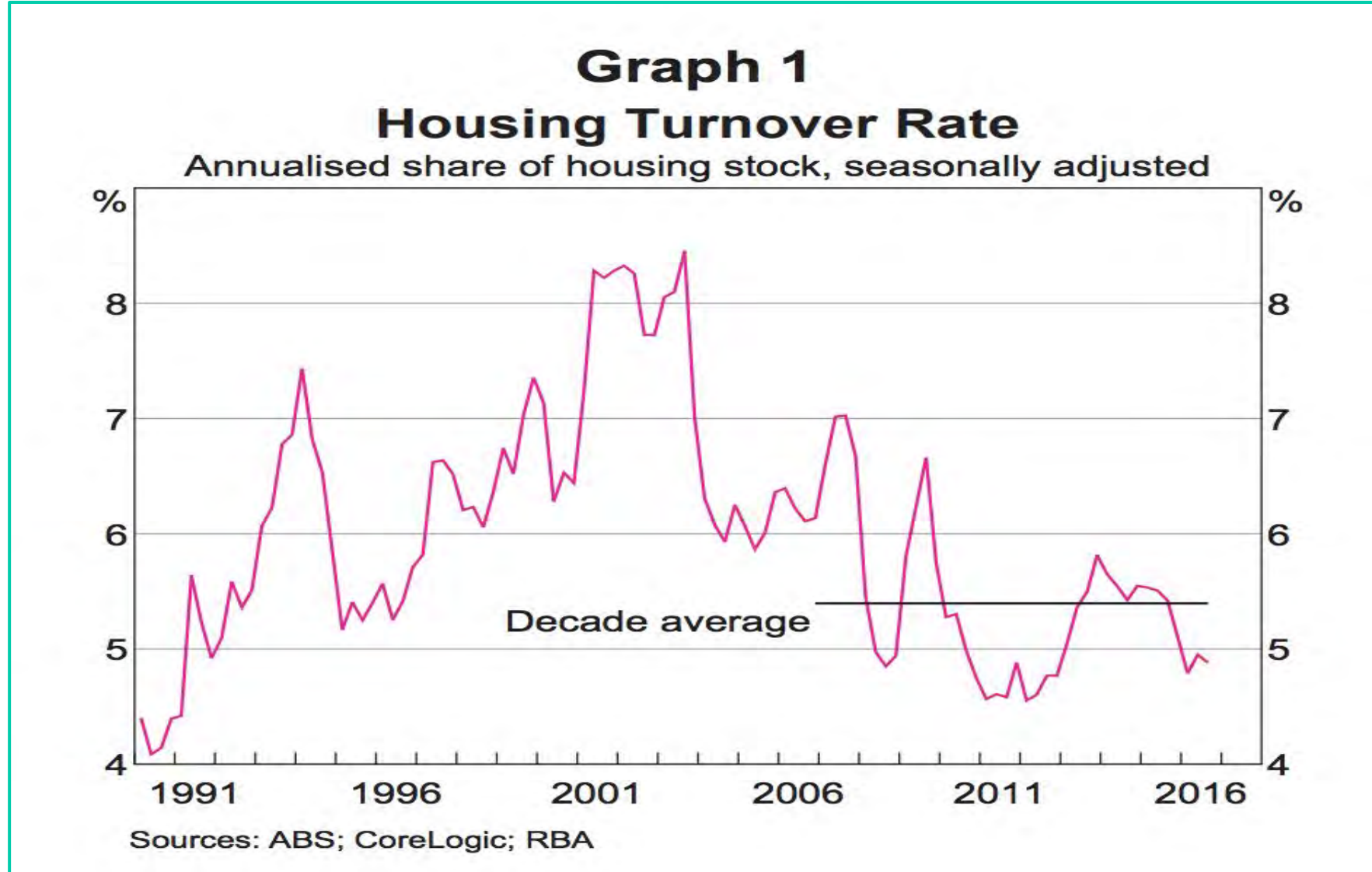
Stamp duty	<b>\$8750 - \$21,970</b>
Conveyancing	<b>\$800 - \$3,500</b>
Building & Pest Inspector	<b>\$450 - \$1200</b>
Insurance	<b>\$400 - \$2000</b>

**SELLER SIDE**

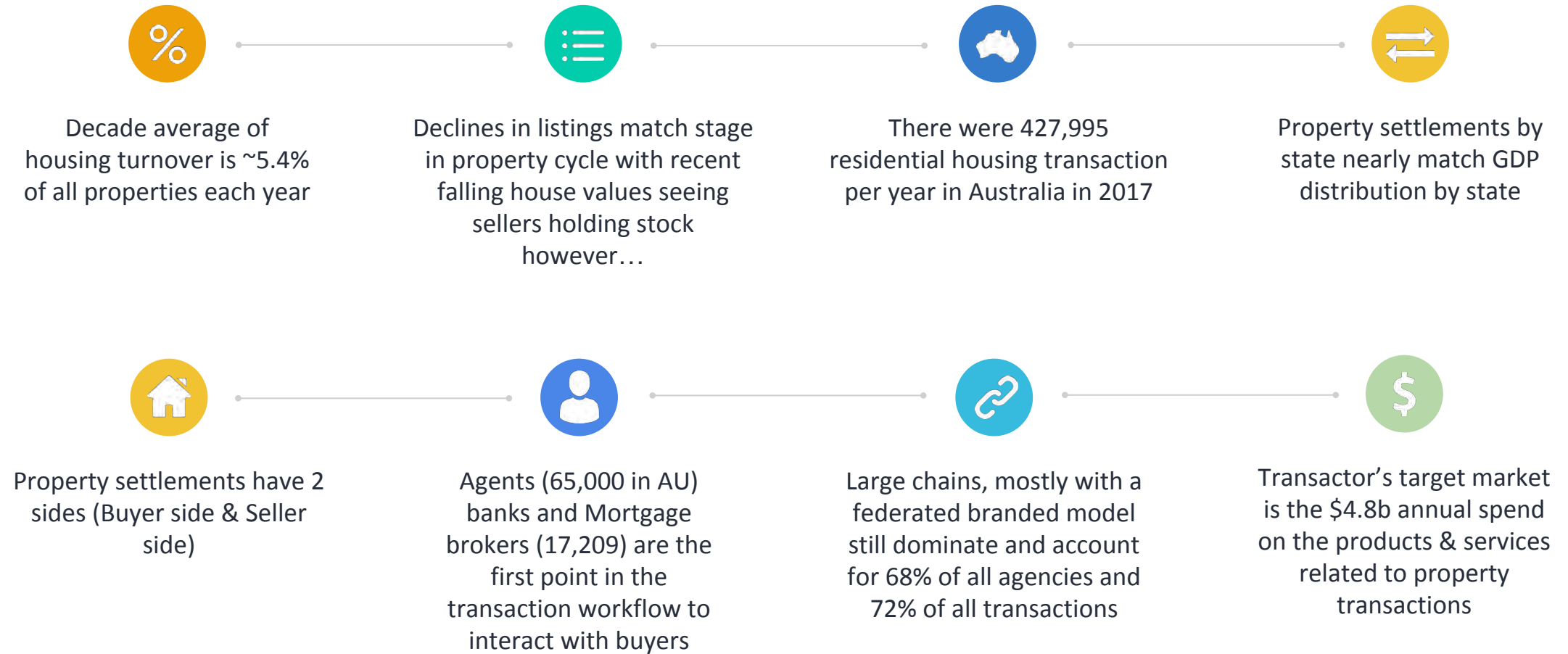
Agent Commission	<b>\$550 - \$12,500</b>
Conveyancing	<b>\$400 - \$1,500</b>
Building & Pest Inspection	<b>\$450 - \$800</b>

\* Estimated Costings based on \$500,000 property price - \* Pricing may vary from state to state









	HOUSING TRANSACTIONS	REAL ESTATE AGENTS	CONVEYANCERS	INSPECTORS	MORTGAGE BROKERS
Australia	427,995	65,000	18,000	10,660	17,209
New Zealand	150,000	14,000	2,000	1,376	3,298
Singapore	66,500	28,571	42,000	2477	23,567
Canada	550,000	54,000	125,000	8,000	45,670
South Africa	20,878	36,700	3247	10500	3,400
UK	1,190,000	165,000	117,000	17,112	83,636
USA	5,250,000	1,260,000	1,220,000	131,000	364,941

**MONETISING** the transaction process

# REVENUE MODEL

SaaS Subscriptions + Marketplace Commissions + Insights from Big Data

# Revenue Model

Transactor is a true SaaS product, available from anywhere in the world from an internet connection.

**Key customers** such as **conveyancers, real estate agents, mortgage brokers, banks** and **property developers** pay a subscription to use the platform for their business.

The businesses choose from a selection of plans that best suit their company, this includes project type, transaction volume, and client requirements.

The platform allows businesses to grow their transaction volume and switch between plans. All pricing is listed on the Transactorapp.com website.

Additional revenue is derived from insurance, moving, property management and inspectors referral commissions.



**Conveyancer**

Conveyancer	Conveyancer Plus	Conveyancer Pro	Conveyancer Gold	Enterprise
\$49 /month	\$199 /month	\$499 /month	\$899 /month	Contact Us
10 matters	25 matters	50 matters	100 matters	100+ matters



**Real Estate Agent**

Forever Free	Pro Agent	Pro Agent Plus	Enterprise
\$0 /month	\$19 /month	\$69 /month	Contact Us
Conveyancing Tracking	Per Agent	10 Agents	10+ Agents



**Mortgage Broker**

Forever Free	Pro Broker	Pro Broker Plus	Enterprise
\$0 /month	\$19 /month	\$99 /month	Contact Us
Conveyancing Tracking	Per Broker	10 Brokers	10+ Brokers



**Developer**

Developer	Pro Developer	Pro Developer Plus	Enterprise
\$299 /month	\$499 /month	\$899 /month	Contact Us
5 Users	10 Users	20 Users	20+ Users



Transactor has adopted an online and direct to customer strategy to acquire customers. LinkedIn has proven to be the strongest for conveyancers and mortgage brokers. Facebook and Instagram have been the strongest for buyers, sellers and agents.

## 01 DIGITAL MARKETING

- Digital campaigns have been targeted towards Conveyancers, Agents, Buyers & Sellers. Key platforms utilised have been with Facebook ads, Instagram and LinkedIn.
- Leads are fed through from campaigns and communications directly to our core market to gain interest with a follow up call to book a demo of the technology.
- After conducting a demo customers sign up, if they are still undecided we provide a 30 day free trial period and nurture them through to a sale.

## 02 WEBINARS, INTERVIEWS & TESTIMONIAL VIDEOS

- Interviews with property professionals within the community including Agents, Conveyancers, Mortgage Brokers, Banks and inspectors.
- Webinars provide a higher rate of conversion and are currently being used to build groups of early adopters.
- Converted customers provide testimonial videos which helps Transactor to sell to more to their peers. This accelerates onboarding onto the platform

LINKEDIN, Webinar & Socials

\$250 P/M

Marketing costs

Open: Initial message, response, call, appointment to demo, sign up and nurture.

35 – 40

Contacted on linkedin

8

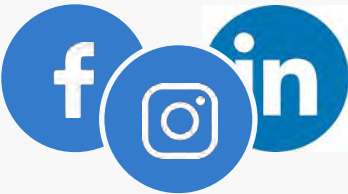
Sign ups & onboards

\$3992 p/m

Average revenue

\$143,712 LTV  
(3 Years)

DIGITAL



Facebook,Instagram & Linkedin Marketing: Initial testing of an \$800 awareness campaign bought a lot of interest with 10 leads and 3 sign ups with a Lifetime value.



The ongoing strategy is to target customers that can make the most impact which will help influence behaviour change and ultimately lead to increased conversion.



Online meetings, interviews and demos have helped build the concept of Transactor with early adopters. Key influencers within the real estate industry have been approached to endorse behaviour change and sign ups by many sides of the stakeholder groups.

**Commentary:** LinkedIn has been a scalable way to access the market with lower friction and heightened engagement. Strategic digital campaigns to create awareness to show the benefits and value the product brings to the market and community has been strong especially in the current market conditions.

	CONVEYANCER	REAL ESTATE AGENT	MORTGAGE BROKERS
Core Monthly Value	\$499.00	\$299.00	\$199.00
Cory Yearly Value	\$5,988.00	\$3,588.00	\$2,388.00
Setup Charges	\$500.00	\$500.00	\$500.00
Estimated Lifetime (Years)	3	3	3
Lifetime Value (LTV)	\$17,964.00	\$10,764.00	\$7,164.00
Companies Per Digital Campaign	4	3	3
Sign ups	2	2	2
Conversions to Paid	2	2	1
Value Year 1	\$10,976.00	\$6,176.00	\$1,888.00
Lifetime Value Min.	\$32,928.00	\$18,528.00	\$5,664.00
Campaign & Onboarding Cost	\$1,500.00		
Value Year 1	\$19,040.00		
Lifetime (3 year) Value per Event	\$57,120.00		

## 01

Whenever a property is transacted, **it will occur using Transactor offering total communication and transparency.** People can choose affordable and trusted professionals instantly and track them every step of the way to a successful settlement.

## 02

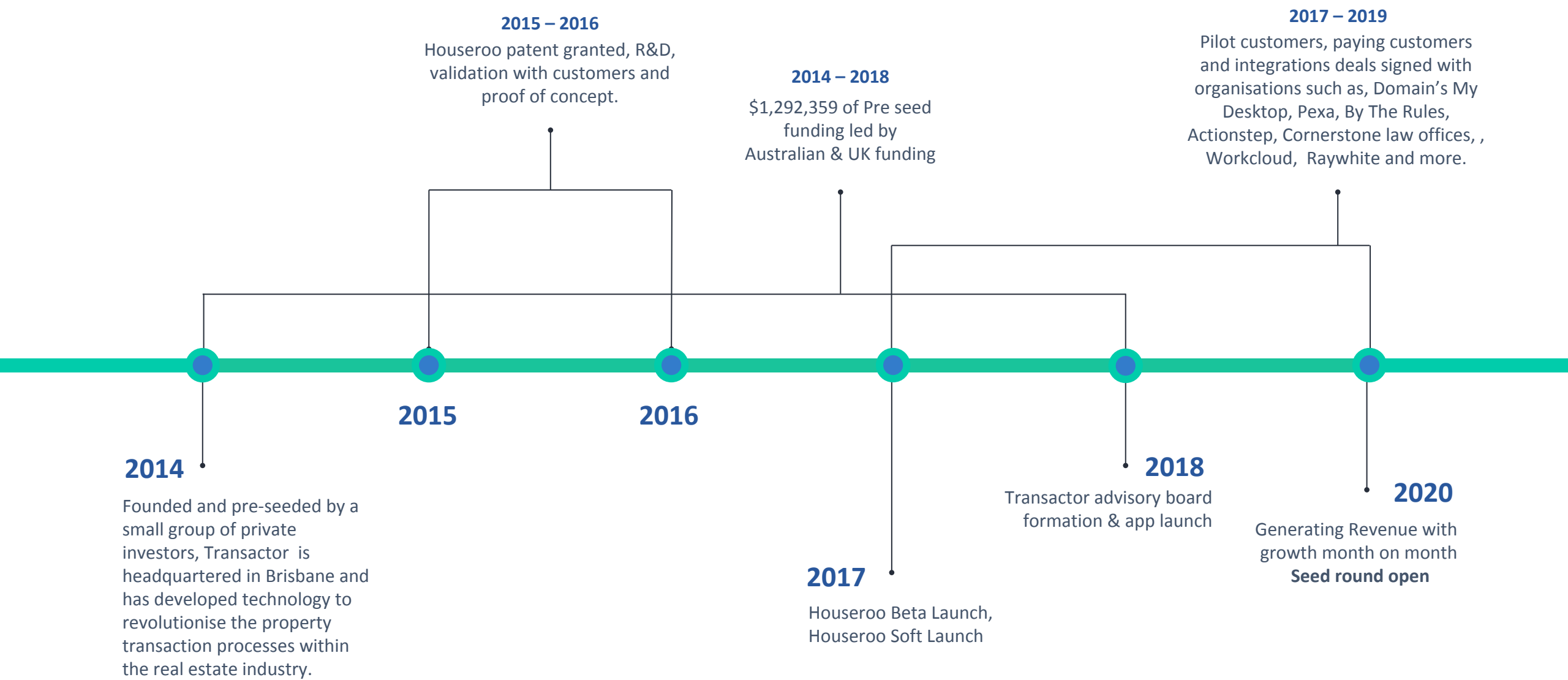
**To fix the broken way real estate is being transacted globally** and give people control and trust about the biggest investment of their lives. **“Just use Transactor”** will become the common vernacular in property transactions”.

## 03

Transactor will be the **centralised place for consumers and service providers** to manage property transactions digitally from end-to-end.

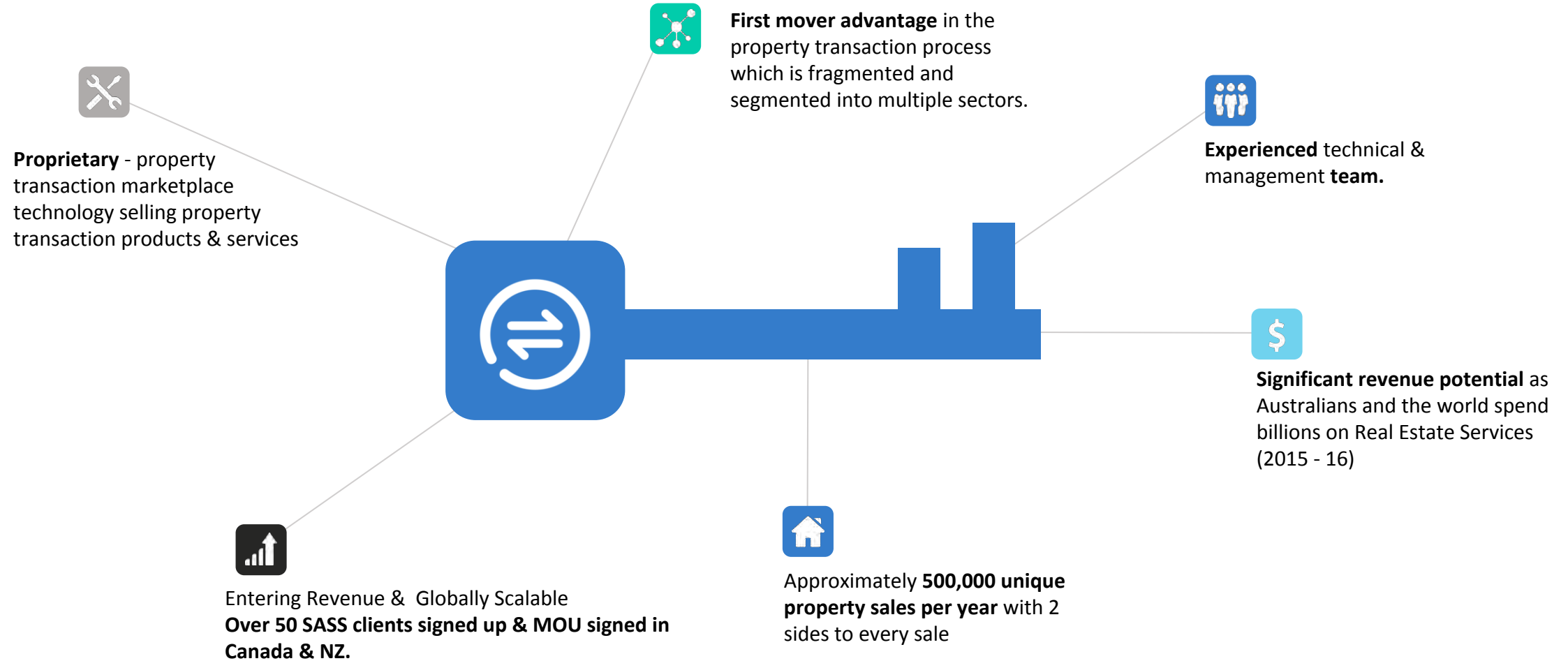
## 04

**Transactor monetises the entire property transaction process** by connecting mandatory services required for buyers & sellers whilst making the unknown visible in that process.





# Market Highlights





## REAL ESTATE AGENTS

Real Estate Agents provide optimal customer experience, point of difference and efficiencies by **managing buyers and sellers through the sales process whilst keeping all of the stakeholders in the loop** as required to save deals, protect commissions, get customer ratings & successfully settle a property.



## CONVEYANCERS

Conveyancers **cut costs**, become **pre loaded** into **referral channels** business processes, receive new matters and keep all participants updated to act on urgent issues to **keep the deal on track and settle on time**. They have the ability to update multiple people in a single click.



## BUYERS/SELLERS

Buyers/Sellers can **book trusted service providers and keep informed on all matters** related to their property transaction process through to settlement.



## FINANCIERS

Financiers can provide exceptional **customer service** by keeping the customers and channel referrers **informed** and up to date **in real time**. Provide financial literacy to your clients, offer better available data .



## INSPECTORS

Inspectors **Get more business**, be preloaded into agents for **one click referrals**, upload reports directly for client to view.



## DEVELOPERS

Developers **Track conveyancing**, track **finance**, keep buyers up to date on **construction milestones**

## ACTIVITY

**Finding Service Providers**

**Checking progress**

**Sharing/ Signing important  
information, documents and Files**

**Communication & management**

**Lead Generation & Marketing**

## OLD WAY

Hours Researching & getting  
quotes

Phone calls, emails, limited  
transparency

Dropbox, Google drive, scanning,  
emails

Phone calls, emails &  
management software

Advertise via adwords, FB,  
Yellow Pages etc

## NEW WAY - TRANSACTOR

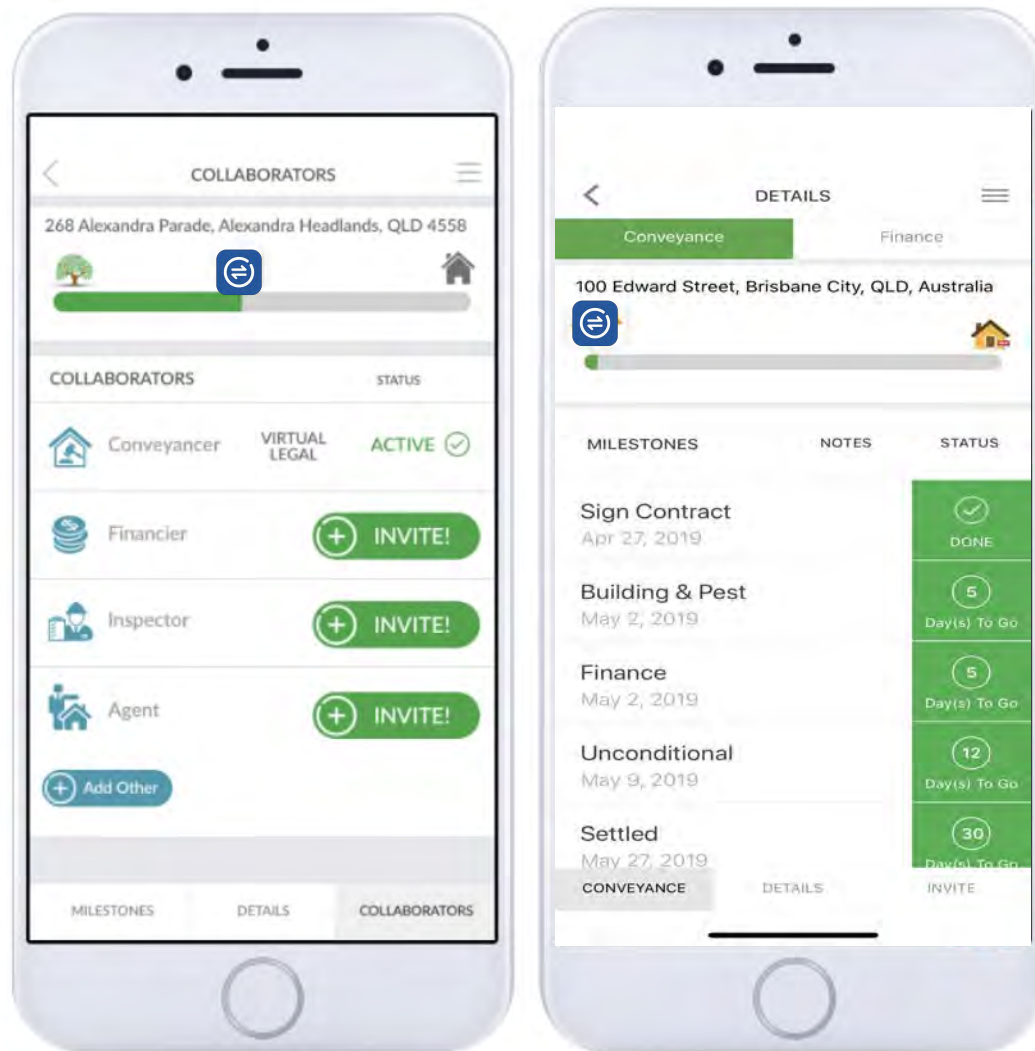
A few Clicks on the Transactor Marketplace

Quick glance at the Transactor Tracker

Transactor Document Uploader

Transactor alerts, reminders & notifications

List business on Transactor Marketplace



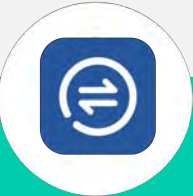
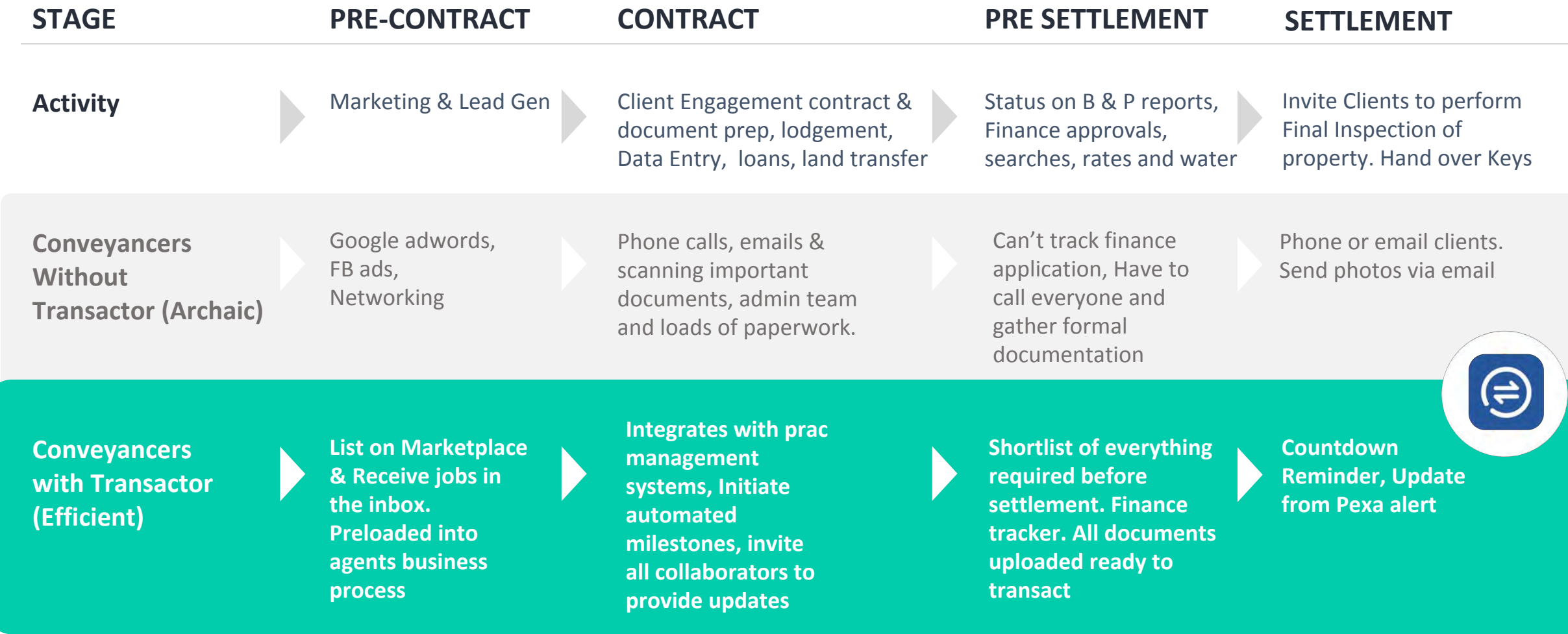
## FUNCTION

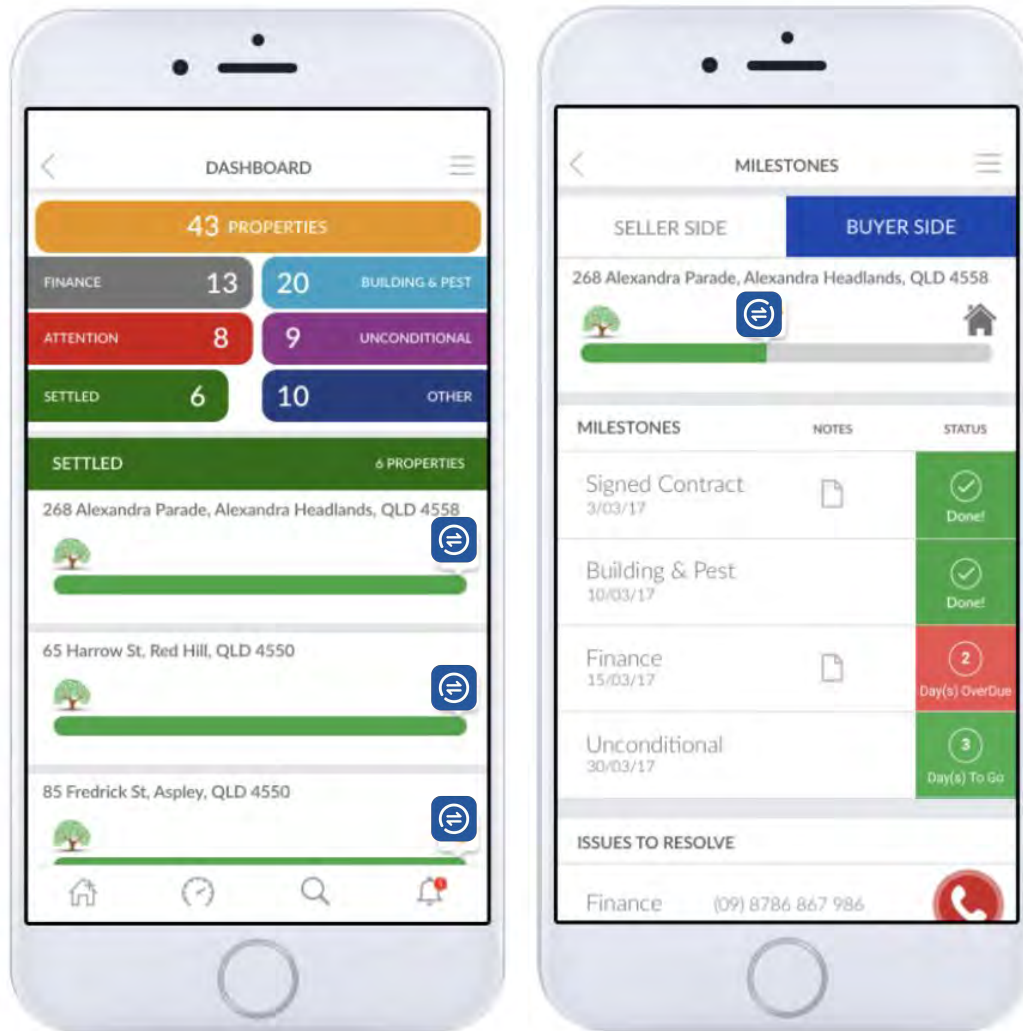
- ✓ Enter property details
- ✓ Populate conveyancing Milestones & dates
- ✓ Invite all collaborators
- ✓ Update all collaborators
- ✓ Share important documents and Files
- ✓ Receive Alerts, Reminders and Notifications

## FEATURES

- ✓ Conveyancing tracker
- ✓ Finance tracker
- ✓ Visual timeline
- ✓ Customisable workflow
- ✓ Contract process automation
- ✓ Preload favourite referrals
- ✓ Hot buttons to call issues
- ✓ Monitor team members
- ✓ Monitor all matters
- ✓ Automated reminders





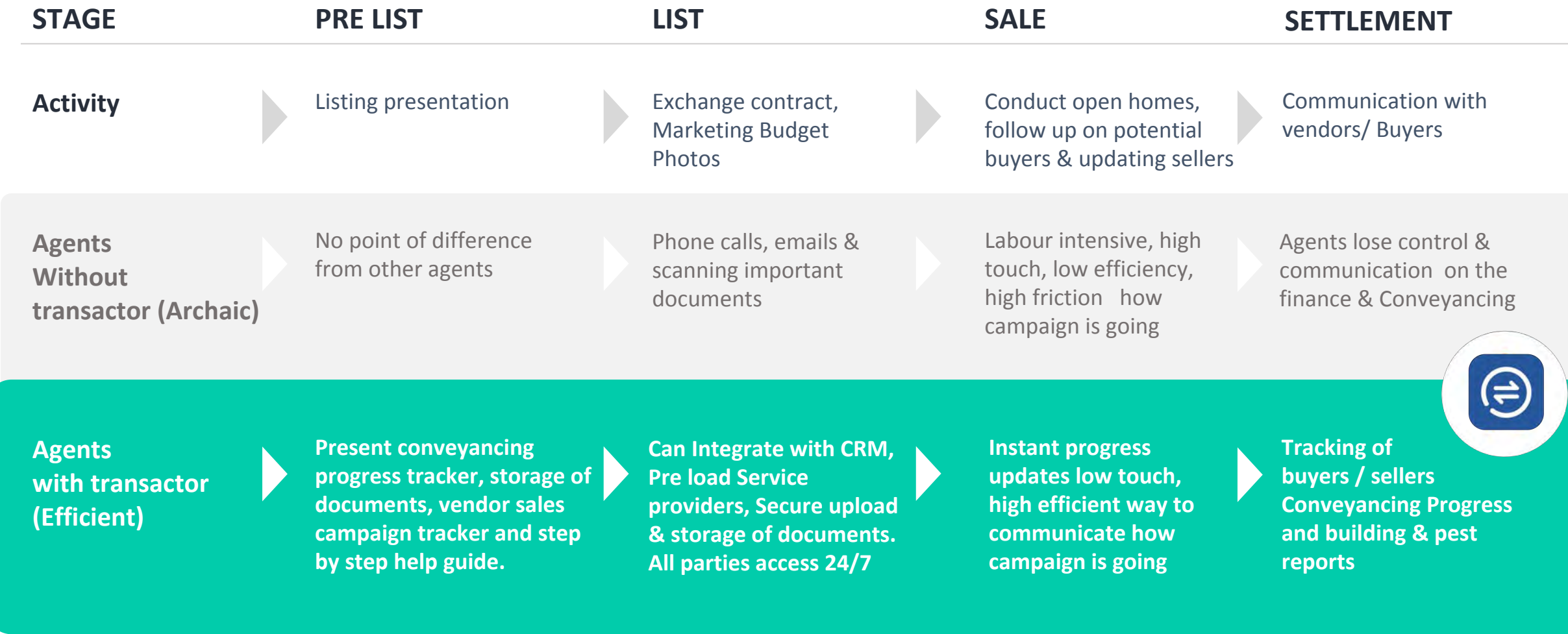


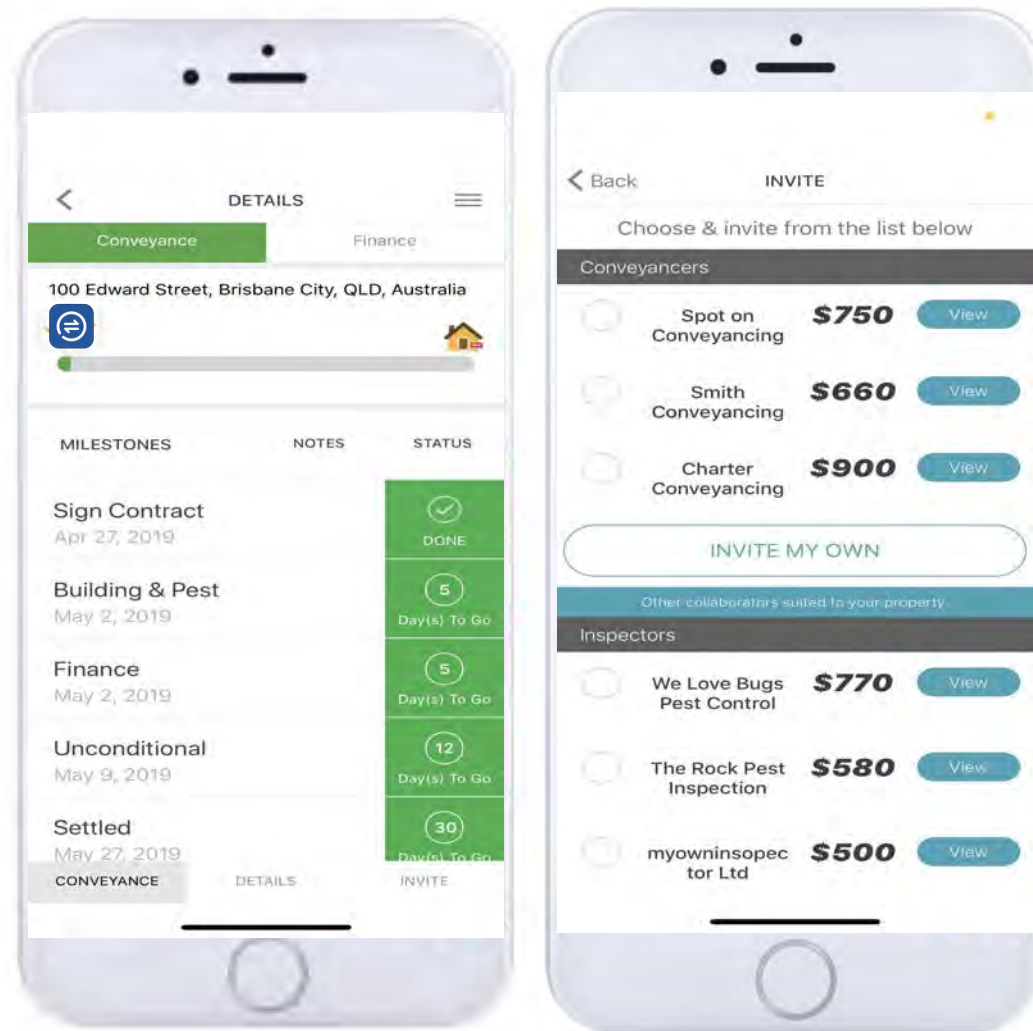
## FUNCTION

- ✓ Enter property details
- ✓ Populate sales campaign milestones & dates
- ✓ Invite all collaborators
- ✓ Update all collaborators
- ✓ Share important documents and Files
- ✓ Receive Alerts, Reminders and Notifications

## FEATURES

- ✓ Conveyancing tracker
- ✓ Visual timeline
- ✓ Customisable workflow
- ✓ Dashboarding
- ✓ Contract process automation
- ✓ Preload favourite referrals
- ✓ Hot buttons to call issues
- ✓ Monitor/create team members
- ✓ Monitor all conveyancing matters
- ✓ Automated reminders



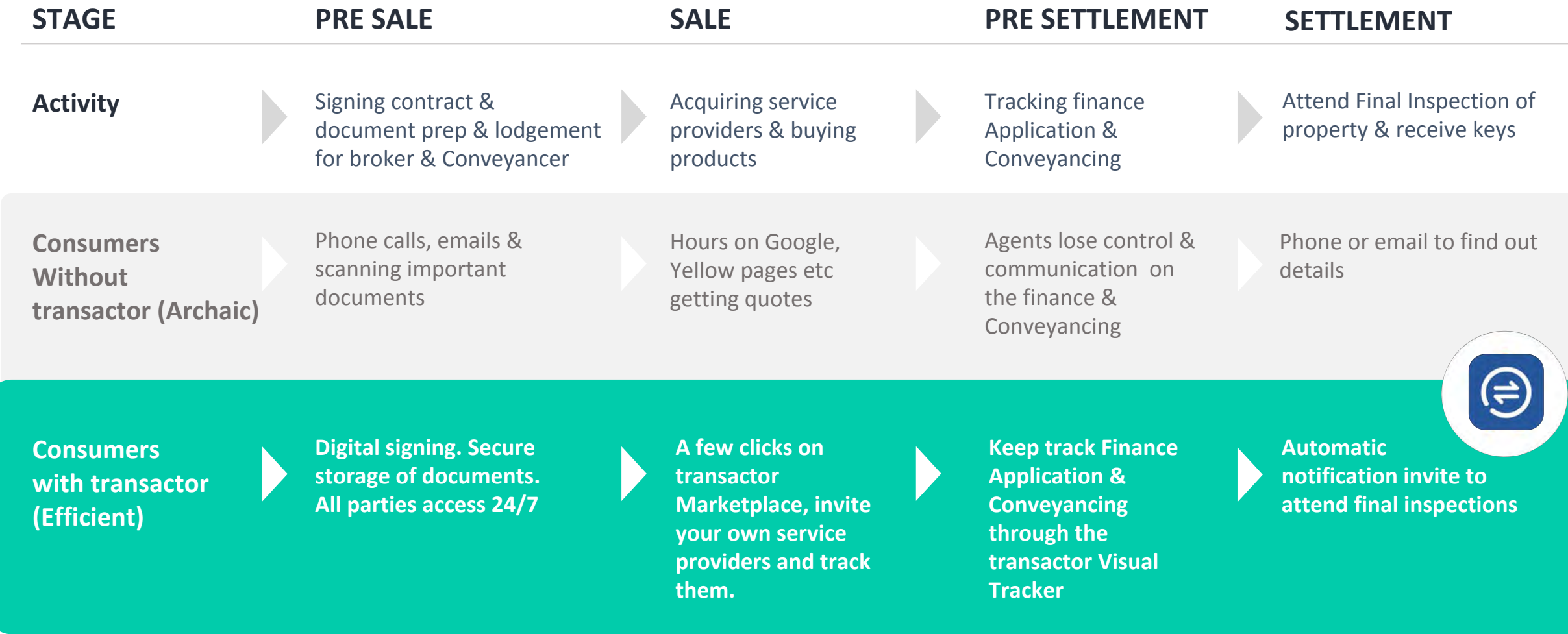


## FUNCTION

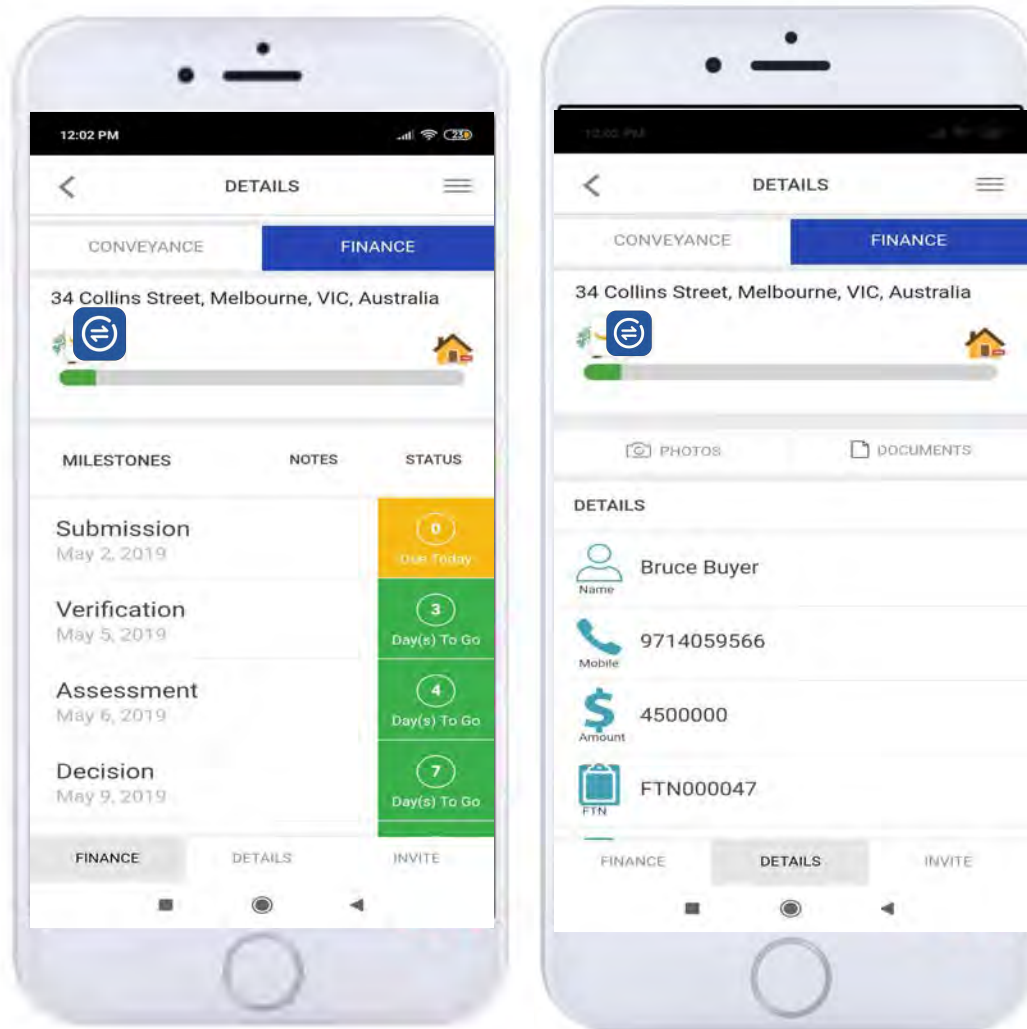
- ✓ Enter property details
- ✓ Select from affordable and trusted service providers
- ✓ Invites all collaborators
- ✓ Track your transaction
- ✓ Share important documents and Files
- ✓ Receive Alerts, Reminders and Notifications

## FEATURES

- ✓ Conveyancing tracker
- ✓ Finance tracker
- ✓ Visual timeline
- ✓ Service marketplace
- ✓ Contract process automation
- ✓ Automated reminders





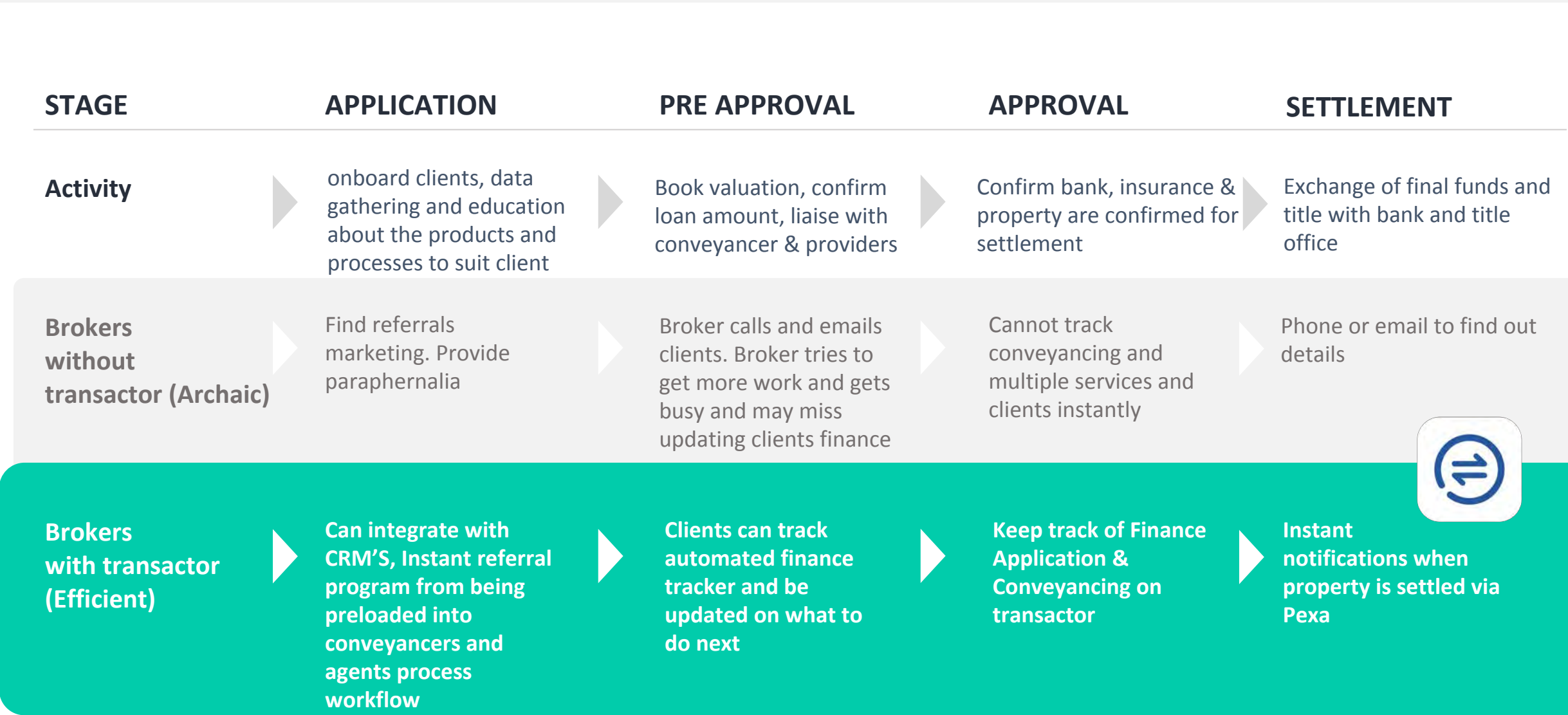


## FUNCTION

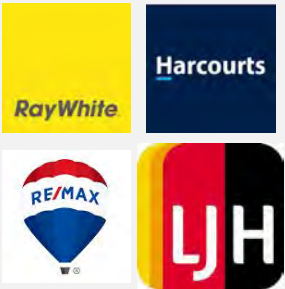


- ✓ Enter property details
- ✓ Populate finance Milestones & dates
- ✓ Invites all collaborators
- ✓ Update all collaborators
- ✓ Share important documents and Files
- ✓ Receive Alerts, Reminders and Notifications





## FEATURES




- ✓ Conveyancing tracker
- ✓ Finance tracker
- ✓ Visual timeline
- ✓ Customisable workflow
- ✓ Contract process automation
- ✓ Service referral button



# Channels to market & strategic partnerships

Channel (Secondary)	Size of channel	Role of channel	Process to channel
<b>National Real Estate Agencies</b> 	<ul style="list-style-type: none"> <li>• 3,174 agencies</li> <li>• How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>• Onboard Sellers to transactor at listing stage</li> <li>• Invite Buyers to track their conveyancing upon signing a contract at the selling stage</li> <li>• To integrate transactor as a tool to refer Conveyancers &amp; Inspectors</li> <li>• To introduce transactor to all the franchisees so their agents will use transactor</li> <li>• To set up transactor within their pre-listing and settlement stages</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>• Call the Principal/Franchise manager and agents</li> <li>• Demo products with agents</li> <li>• Sign pilot program with offices</li> <li>• Provide promotional discounted use</li> <li>• Provide training videos &amp; material to support engagement</li> <li>• Request agents to email their clients so their client can onboard transactor</li> <li>• Agents can send email marketing showcasing new technology to help user experience</li> <li>• Integrate transactor into their sales meeting so agents can familiarise with the transactor and the benefits for their clients and themselves</li> <li>• Get them to add their referral partners into transactor</li> </ul>
<b>National Conveyancing Firms</b> 	<ul style="list-style-type: none"> <li>• 3,000 firms</li> <li>• How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>• To provide awareness to all staff members</li> <li>• To inject transactor system into their current workflow</li> <li>• To provide data on the most appropriate way without double entry</li> <li>• To introduce any key features required for further development</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>• Call the conveyancer principal</li> <li>• Demo product to the firm</li> <li>• Provide pilot program with selected offices</li> <li>• Provide promotional discounted use to encourage uptake</li> <li>• Provide training videos &amp; material to support engagement</li> <li>• Request them to email their members to onboard to transactor</li> </ul>
<b>MFAA</b> 	<ul style="list-style-type: none"> <li>• 17,206 mortgage brokers</li> <li>• How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>• To introduce transactor to all mortgage brokers nationally</li> <li>• Provide mortgage brokers information about the benefits of using transactor</li> <li>• Help create the start of the prelisting process by onboarding the purchaser</li> <li>• Help start the process of onboarding the Conveyancers to smoothen the settlement process</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>• Call Mike Felton and colleagues</li> <li>• Demo transactor finance tracker to the mortgage brokers</li> <li>• Request focus group of mortgage brokers for pilot campaign</li> <li>• Provide promotional discounted use to encourage uptake</li> <li>• Provide training videos &amp; material to support engagement</li> <li>• Speaking at conference to help for further support to mortgage broker members</li> <li>• Request MFAA to send onboard emails</li> <li>• Request them to email their members to onboard to transactor</li> <li>• Help brokers to provide financial literacy</li> </ul>

Channel (Primary)	Size of channel	How channel will execute for us	Approach to channel
<p>MyDesktop</p> 	<ul style="list-style-type: none"> <li>• 6,000 agents</li> <li>• How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>• To introduce their agents to transactor so they can provide better service to their agents to become part of the process of the prelisting stage</li> <li>• Give us the ability to provide connection point to all the other services in the transaction process</li> <li>• Send their agents nurturing campaign emails to convert them into transactor users</li> <li>• To provide product extension to Houseroo</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>• Call Product manager Ben Paton and send follow up emails</li> <li>• Demo transactor products to show value in the prelist, list, sell and settlement stages</li> <li>• Sign agreement to initiate revenue share of 15% per sale</li> <li>• Organise integration points with MyDesktop so their users can easily use transactor to manage their sales campaigns</li> <li>• Provide training videos &amp; material to support engagement between Houseroo &amp; MyDesktop</li> </ul>
<p>PEXA</p> 	<ul style="list-style-type: none"> <li>• 4,000 firms</li> <li>• How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce transactor to conveyancers</li> <li>• Endorse transactor as a tool for conveyancers to manage the pre-settlement steps</li> <li>• Give Houseroo access to PEXA approved conveyancers</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>• Call the executive manager (customer market)</li> <li>• Send follow up emails and set up appointments</li> <li>• Organise focus group to roll out campaigns to PEXA approved conveyancers</li> <li>• Help PEXA gain market share by taking non-PEXA conveyancers from their pre-settlement conveyancing process to settlement using PEXA</li> </ul>
<p>Workcloud (Actionstep)</p> 	<ul style="list-style-type: none"> <li>• 4,000 transactions p/m</li> <li>• How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>• Build an integration to transactor so that we can be integrated with their practice management system for the settlement process</li> <li>• Market and introduce Houseroo to all their conveyancer channels and clients to settle their properties</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>• Call the co-founder</li> <li>• Send follow up emails and set up appointments</li> <li>• Sign agreement to initiate revenue share (\$10 - \$20)</li> <li>• Allow Work cloud clients to use our platform</li> <li>• Provide product extension to further add value to Workcloud clients</li> </ul>
<p>Price Finder</p> 	<ul style="list-style-type: none"> <li>• 70,000 property professional</li> <li>• How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>• Build integration to Transactor so that Price Finder users can leverage Transactor to preload service providers</li> <li>• Send marketing emails to their real estate clients with an onboarding email link so they can collaborate on the Transactor platform</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>• Call the Pricer Finder Head of Product Colin Wilson</li> <li>• Send follow up emails and set up appointments</li> <li>• Provide Pricfinder with a tool to extend their offering to their real estate clients</li> <li>• Co-create great stories to add value to the listing and selling experience through data sharing.</li> </ul>

Channel (Primary)	Size of channel	How channel will execute for us	Approach to channel
<p>REIQ</p> 	<ul style="list-style-type: none"> <li>15,000 agents</li> <li>How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>To introduce their agents to transactor so they can provide better service to their agents to become part of the process of the prelisting stage</li> <li>Give us the ability to provide connection point to all the other services in the transaction process</li> <li>Send their agents nurturing campaign emails to convert them into transactor users</li> <li>To provide product extension to Transactor</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>Call CEO Antonia Mercorella and GM Josh Callaghan</li> <li>Demo transactor products to show value in the prelist, list, sell and settlement stages</li> <li>Sign agreement to initiate revenue share of 15% per sale</li> <li>Organise integration points with REI Forms so their users can easily use transactor to manage their sales campaigns</li> <li>Provide training videos &amp; material to support engagement between Transactor &amp; REIQ</li> <li>Extend success story to other states, REINSW, REIVIC, REISA, REIWA</li> </ul>
<p>AIC</p> 	<ul style="list-style-type: none"> <li>3,000 firms</li> <li>How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>Introduce transactor to conveyancers</li> <li>Endorse transactor as a tool for conveyancers to manage the pre-settlement steps</li> <li>Give Transactor access to AIC members and conveyancers</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>Call the President Shane Jacob</li> <li>Send follow up emails and set up appointments</li> <li>Organise focus group to roll out campaigns to AIC members</li> <li>Help AIC by offering tool to their members to preload firms into agencies</li> </ul>
<p>FBAA</p> 	<ul style="list-style-type: none"> <li>8,900 brokers</li> <li>How many do we expect to get?</li> </ul>	<ul style="list-style-type: none"> <li>Build an integration to transactor so that we can be integrated with their practice management system for the settlement process</li> <li>Market and introduce Houseroo to all their conveyancer channels and clients to settle their properties</li> </ul>	<p>transactor will:</p> <ul style="list-style-type: none"> <li>Call Peter White</li> <li>Send follow up emails and set up appointments</li> <li>Sign agreement to initiate revenue share (\$10 - \$20)</li> <li>Allow Word Cloud clients to use our platform</li> <li>Provide product extension to further add value to Workcloud clients</li> </ul>



Monetising the process of settling a property transaction

transaction is introduced at the start of the transaction process by the agent as one more low cost value add service

## Services across the property transaction

- Listing profile
- Property appraisal
- Photos
- Styling
- Advertising
- Sign Board
- Open home schedule
- Social media
- Buyer Seller matching
- Email Marketing
- Building & Pest Report
- Conveyancing

## And now

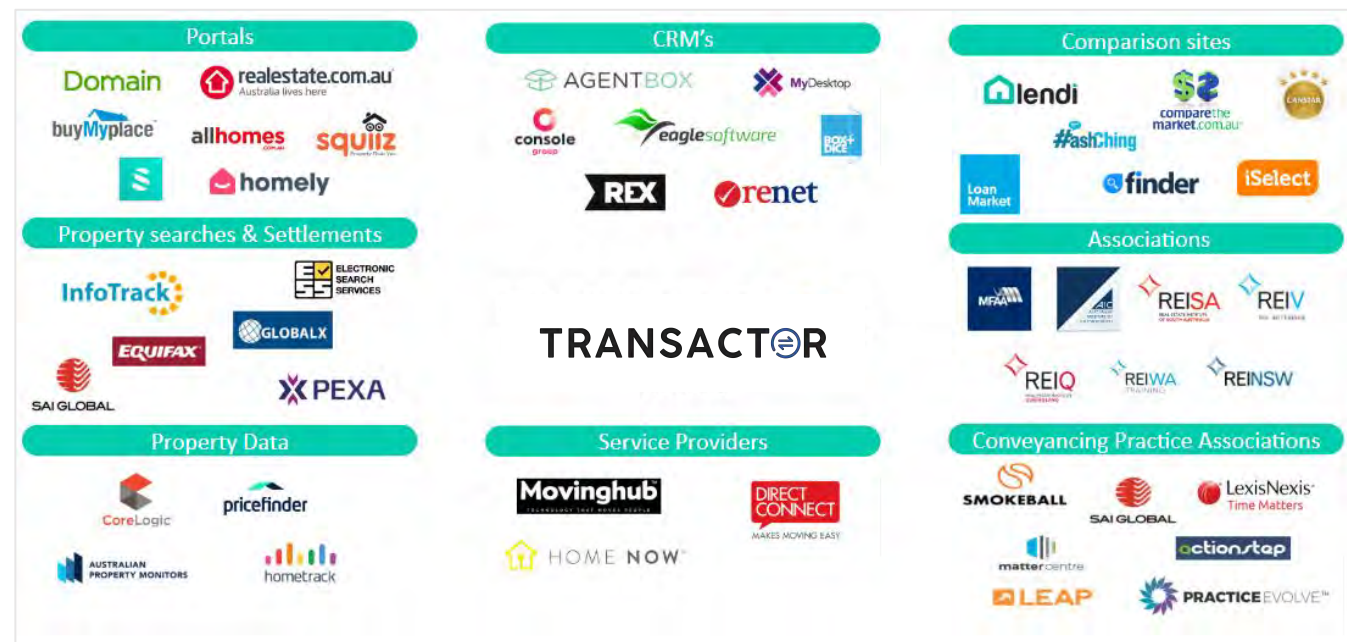
- TRANSACTION

## Examples of other services

- Cleaners
- Removalists
- Property Managers
- Utility connections
- Depreciation schedules
- Mortgage broking
- Tradie hire

transaction can also be initiated by the buyer or the seller.

It is added as part of the business process and can allow any of the collaborators to be invited into the ecosystem.



## HORIZON ONE TO AUG 20

### MARKET GRAB

- Having agents adopt transactor as a natural addition to the proportion transaction cycle
- Starting with large chains and boutiques
- Integration with large CRM providers
- Having conveyancers include transactor into their work process
- Having mortgage brokers include transactor into their work process
- Having buyers and sellers adopt transactor as the platform to help them with their property transaction

## HORIZON TWO TO OCT 20

### ECO SYSTEM

- transactor populated with largest list of conveyancers leveraging other digital settlement participants e.g. PEXA
- Transactor seen as the natural way to support property transactions
- Transactor plugging into B2C marketplaces such as Canstar.
- Transactor integrating with industry technologies b2b and b2c.

## HORIZON THREE DEC 20

### NETWORK EFFECT

- Participants increasingly invited to platform by other participants in the ecosystem
- Integration with other platform providers via API drives increased use
- Integration into portals

## Capability already exists

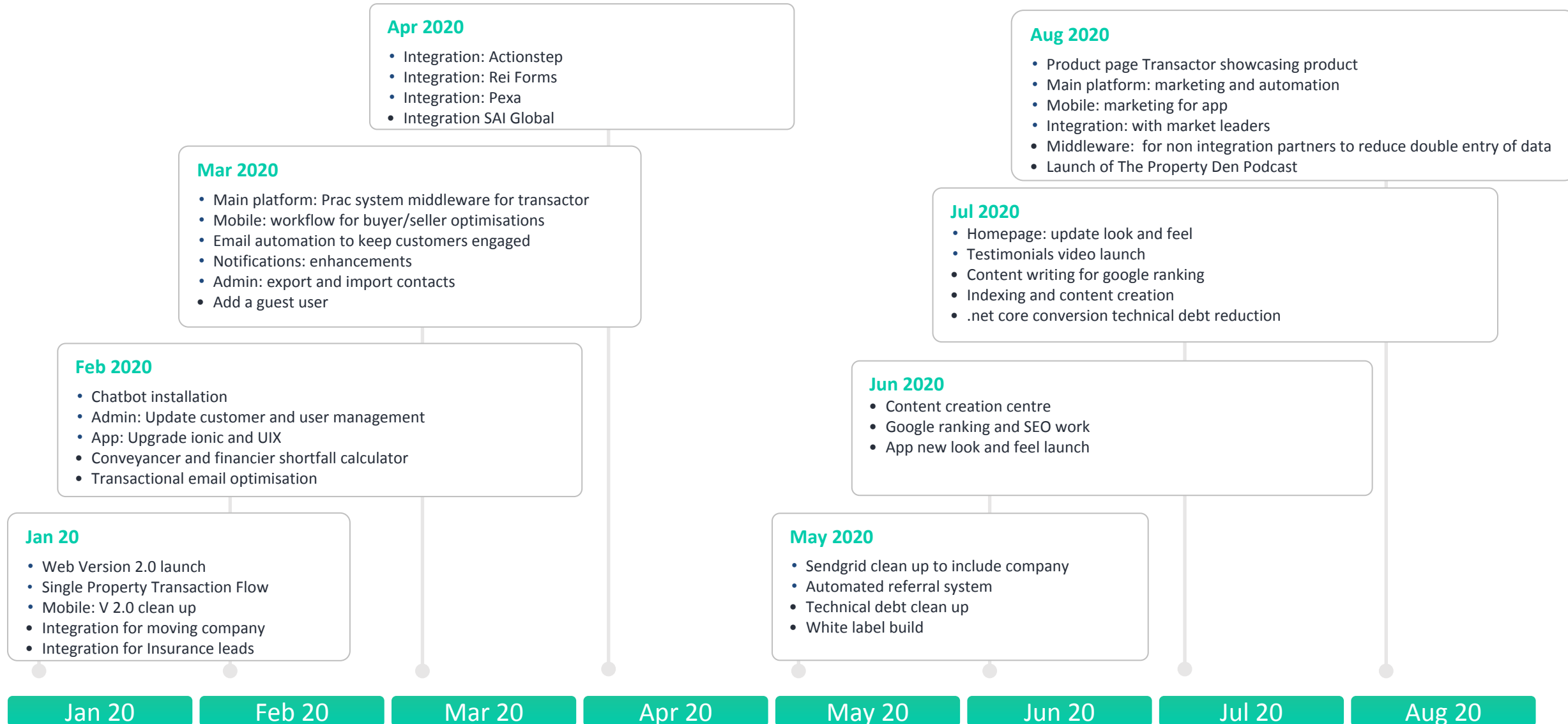
- Referrer capability
- Listing profile – attributes of suppliers offering
- A market place - lists trusted suppliers
- Settled properties tracker for Agents
- Buy/seller view of transaction progress
- Gallery – upload pictures and documents
- Help Guide capabilities
- New user in-platform guides
- Buyer/seller process help guide
- Buyer/seller feedback loop on suppliers
- Dashboard customization for conveyancer, agent and financier
- Mortgage broker tracker
- Agent sales campaign tracker – managing the progress of the sales campaign
- Admin panel – for transactor in house admin
- Censorship capability for unacceptable language
- Payment gateway PCI compliant
- Itemized billing, invoicing capabilities
- Mapping visualization of know addresses
- Conveyancer and milestone tracker
- Invite collaborators
- SMS notifications and email ability
- Mile stone customization tool for conveyancer, financier and agent
- Milestone template creator

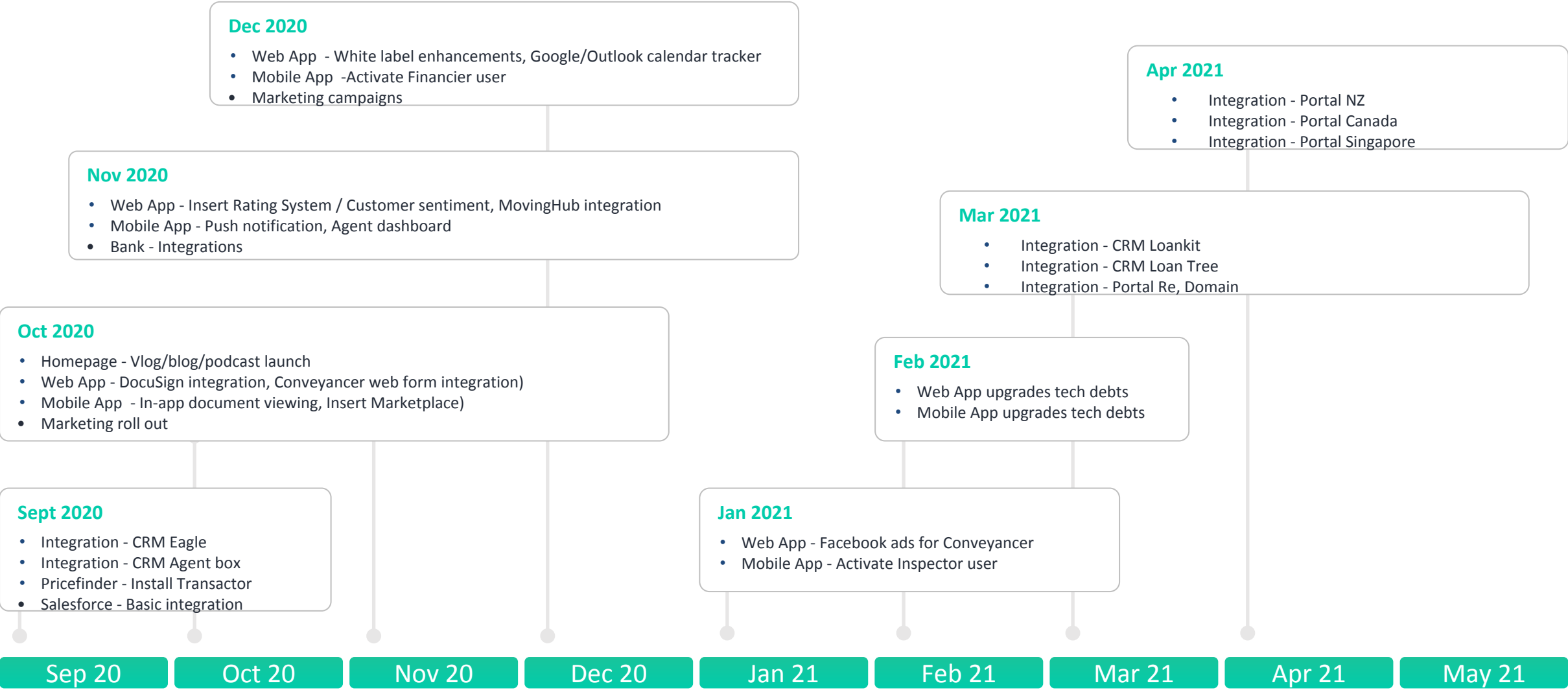
## Capability already exists

- Building and Pest job upload portal
- Swagger API active
- Whitelisted behind VPN for Govt regulated integration e.g. PEXA
- Dashboard customization
- Document upload feature
- Milestone date auto filler from start date
- Visual timeline tracker
- Conveyancer to Conveyancer chat
- Conveyancer jobs engine accepts new matters
- Notification engine
- My Team capability for team hierarchy
- Agent can see both buyer and seller of the transaction both
- Click and drag to rearrange milestones
- Automation of Email and SMS against preset dates
- Customizable help guides by agent and conveyancers against milestones
- Multi jurisdiction support for different regulatory environments
- Notifications engine admin
- Help Guide capabilities
- New user in-platform guides
- Buyer/seller process help guide

## Capability already exists

- Buyer/seller feedback loop on suppliers
- Dashboard customization for conveyancer, agent and financier
- Mortgage broker tracker
- Agent sales campaign tracker – managing the progress of the sales campaign
- Admin panel – for transactor in house admin
- Censorship capability for unacceptable language
- Payment gateway PCI compliant
- Itemized billing, invoicing capabilities
- Mapping visualization of know addresses
- Agent can see both buyer and seller of the transaction both
- Click and drag to rearrange milestones
- Automation of Email and SMS against preset dates
- Customizable help guides by agent and conveyancers against milestones
- Multi jurisdiction support for different regulatory environments
- Notifications engine admin
- Add a guest collaborator
- Finance shortfall calculator
- Document viewer on app
- Filter buyer/seller side, what's due countdown





### Commentary

Transactor builds technologies in the real estate industry that delivers maximum impact following the 80/20 Pareto Principle for optimisation efforts (approx 80% of the effects come from 20% of the cause). We streamline processes that are currently archaic, fragmented and failing to deliver successful outcomes for all participants involved

Our research with industry experts and consumers found that the entire process of transacting property was not reliable or transparent from start to finish

It was from these key findings that Houseroo invented a system to continually build on which provided the following features: Ability to invite users, dashboarding, alerts, visual timelines, progress updates, help guides, customer sentiment, Mobile app, status updates, referral feature, service listing.





# EXIT STRATEGY

## Commentary

Transactor is built as a true scalable asset which has the ability to acquire, transact and retain customers both B2B and B2C.

It is a platform and app that can interface and integrate into many existing solutions allowing for endless merger and acquisition opportunities.

Financial institutions such as banks and insurers could acquire Houseroo and roll out the solution to its millions of customers to transact and retain customers allowing further growth in revenue and value propositions that would enhance stickiness and optimised experiences.

Houseroo is building towards being a financially sustainable company and sale ready at all times.

We will put Houseroo in front of suitable candidates with the intent to either sell or gain new findings to enhance our value on an ongoing basis. Softly being on the market is a good way to always be ready which de risks the company and strengthens the companies position overall.

The word "EXIT" is written in a bold, teal, sans-serif font. To the left of the letter "E" is a grey triangle pointing to the left, which serves as a graphic element for the logo.

## Trade Sale

### Institutions

Banks  
Insurance company

### Real Estate Portals

REA Group  
Domain  
Zillow

### Comparison Site

Compare the market  
Canstar

### Settlement Platform

PEXA  
Simply  
Sai Global

### Document & Digital Signing

Docusign

### CRM

Sales Force  
Oracle

### Big Data & Search

Core Logic/Rp Data  
Zoopla

### Transaction Platform

BPay

## Merge

### Comparison Site

Compare the market  
Canstar

### Real Estate Portals

REA Group  
Domain  
Zillow

### Settlement Platform

PEXA  
Simply

### CRM

Sales Force

### Saas

Xero  
Zoopla  
Hometrack  
SAI Global

## I.P.O

### Stock Market

Australia  
  
USA  
  
Hong Kong  
  
UK  
  
Singapore

## Private

### Private

Private funding to create dividends  
Shareholder buyout option

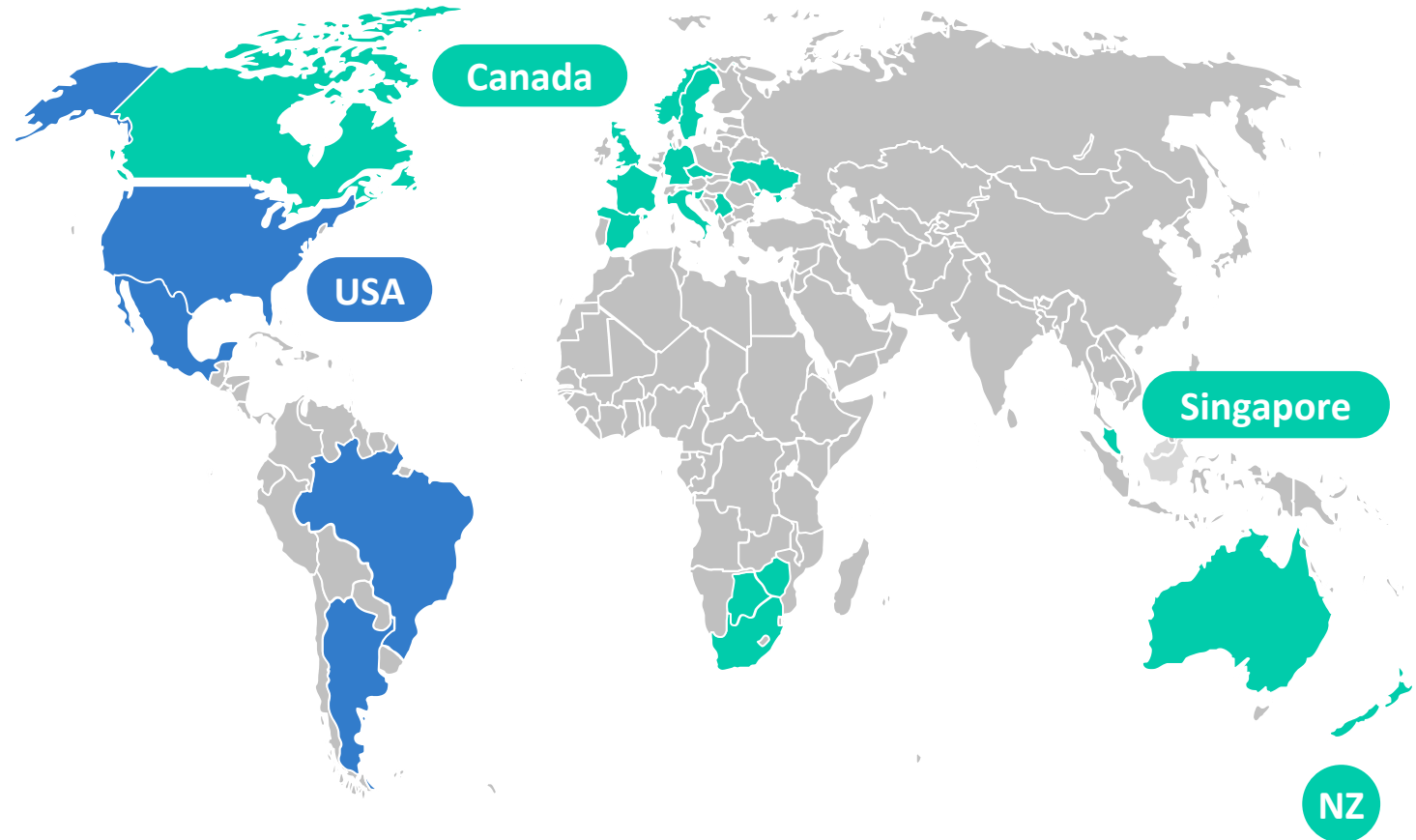
Opportunities to expand beyond  
the current territories:

HIGH VOLUME SALES

SIMILAR LAWS

Similar property transaction  
providers and laws

International expansion



# Testimonials

## What people are saying



*"This saves us, our clients and stakeholders, time, money and stress. It provides total transparency for all involved and has increased our revenue."*

**Grace CHU I MA**

Lawyer - Cornerstone Law Offices



*"It's a no brainer! It keeps our clients in the loop, they get notifications every step of the way and the information is all there, it's transparent."*

**Adam Scott**

Real Estate Agent - Reval Estate Agents



*"What a user friendly tool! It allowed us to track the progress of our conveyancing for our new home."*

**Alicia Roghan**

Buyer/Seller



*"transactor is a much needed tool in area of law where communication can be lacking. It takes the guesswork out of the conveyancing process for the client."*

**Renee Zackereson**

Lawyer - Razon Legal





Ray White

Megan Jaffe Real Estate  
Licensed (REAA 2008)

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Remuera Auckland  
+64 9 530 9100

Monday, 27 May 2019

To Whom It May Concern

I was introduced to Property Transactor by Houseroo some time ago now through Shaneal Sharma and have been following the development of the product ever since. Being in the Real Estate industry for over 22 years and witnessing numerous occasions where the lack of transparency and communication throughout the sales journey has caused many problems from delayed settlements, unsatisfied customers, deals lost and even dreams smashed, I feel Property Transactor is a vital piece of the puzzle that has been missing and now found. This technology solution keeping everyone involved in the transaction in the loop is a major break through for our industry.

We are very excited to be given the opportunity to pilot the platform here in New Zealand and the feedback from our agents and customers is just outstanding. The support from Shaneal, the team and the passion to continual improvement of the product is nothing short of amazing.

I am confident that this is a game changer and fully endorse Property Transactor by Houseroo to anyone that is involved in the property transaction process.

If you require any more information, please don't hesitate to contact me.

Yours sincerely



Kyle Pitman  
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kyle\_pitman@raywhite.com

PO Box 26 249, Remuera, Auckland, 1511



REIQ

**LETTER OF RECOMMENDATION**

Shaneal Sharma  
Houseroo

To whom it may concern,

The Transactor product is an industry leading workflow solution to help bring together the essential parts of a property sale. It represents a big step forward in making the property sales journey more transparent for the individuals involved and will ensure a better result by managing the steps that need to be completed at each part of the process.

I have known Shaneal for a number of years now and have been following the development of the product. While the product to market fit is clearly there, I believe that Shaneal is also the unique type of entrepreneur who can make it a success.

If you require any further information, please don't hesitate to get in touch.

Regards

Josh Callaghan  
General Manager, REIQ


As the property law industry slowly and methodically moves from a traditional paper based industry into an industry that is a major participant in this industry, bytherules Conveyancing tries hard to be a leader in the uptake and adoption of onli conveyancing.

Australia as a whole has a challenge to advance the uptake in electronic conveyancing and there are currently initiatives in this. These are working well in a business to business environment, for example where a bank interacts with a land titles development though where electronic communication between the buyers or sellers of a property takes place. Much of this 20 years, with some communications still taking place by fax or post.

It was with a massive sigh of relief then that we discovered Houseroo. Their Transact product has been designed to address the parties that interact in the sale of a property. It addresses the last mile problem that all other products have failed to address true end to end electronic conveyancing.

There are products that have been developed overseas, but they do not meet our peculiar Australian requirements and do Houseroo develop a world class platform that we find invaluable in our quest to provide incredibly easy conveyancing.

-end-



bytherules  
incredibly easy conveyancing

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Managing Director  
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Mob: 0412 342 744  
E: [chris.collinge@bytherules.com.au](mailto:chris.collinge@bytherules.com.au)

bytherules Conveyancing Pty Ltd  
QLD: PO Box 1211, Noosa Heads, QLD 4567 | NSW: Locked Bag 1009, Gordon, NSW 2072  
[www.bytherules.com.au](http://www.bytherules.com.au) | [enquiries@bytherules.com.au](mailto:enquiries@bytherules.com.au)

Hi Shaneal

Thanks for reaching out and I am certainly happy to offer my recommendation with regard to Houseroo.

Back in early 2017 I first met Shaneal and was demonstrated the Houseroo product I was impressed with the functionality and capabilities of the platform. I was able to facilitate an introduction to our Domain Group Commercial Director and a successful integration was setup to allow our extensive Mydesktop CRM clients to be able to have the power of Houseroo ready to fairness for their transactions giving fantastic transparency to all parties involved. Over the last 2 years I have seen first hand the commitment of Shaneal and the Houseroo team to shift the industry through education and reworking and a pursuit to deliver real value.

With the pace that everyone is living life it is important that innovation & technology can enhance the experience. Not only does Houseroo improve the experience it also reduces the friction of the transaction and ensure all parties are informed throughout the process.

Wishing you all the best in your pursuit of continued growth, you deserve it!!

Cheers

Daniel Streek

—

Daniel Streek  
Client Solutions Manager - Agent Services

Domain

10-12/99 925 545  
41 Level 6, 757 Ann Street Fortitude Valley QLD 4006  
E: [daniel.streek@domain.com.au](mailto:daniel.streek@domain.com.au)

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## 2019 REALTECH CONFERENCE



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[< SEE INTERVIEW >](#)

## Strategic Partnerships



### 1. AIC

We were invited to the [AIC](#) (Australia Institute Of Conveyancing) annual Conference in Adelaide to present Transactor. We are proud to announce that we have reached a deal to roll out to all of their 1500 members nationally. There will be a lot of work for this rollout however it will fast track the sales cycles going to each and every individual company. Some members do not want to show their pricing on the market place so we have given them an option not to show their pricing however for the more expensive conveyancers who will always get beaten on price, we will need to workshop some other ways for them to be presented. (The joys of working with associations) The good news is that we have taken a partnering approach. Please see the presentation here: [AIC Deck](#)



### 2. Canstar

[Canstar](#) & Transactor by Houseroo wishes to collaborate to assist customers with a total end to end journey of their home loan. Currently, this process is fragmented and lacks a user-friendly experience which keeps the customers engaged every step of the way. Through partnering we wish to help customers with the following:

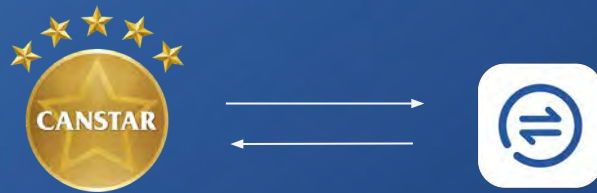
1. Select the best-suited home loan
2. Provide the likelihood of an approval
3. Apply for a home loan
4. Track and manage the application process in real-time

Outcome: Customers would feel more confident, engaged and trusted with their home loan process.

Please see the presentation here:

[Canstar Deck](#)

# Strategic Canstar Integration



There is a healthy level of acquisition activity within the online Real Estate sector including which highlights the need for online technologies that can change the face of this industry:

**\$3.5 Billion**

**Acquisition of Trulia by Zillow**

<http://fortune.com/2014/07/28/zillow-will-pay-3-5-billion-to-acquire-trulia/>

**\$300 Million**

**in over 30 venture deals for real estate tech start-ups in the past quarter.**

<http://techcrunch.com/2014/10/28/venture-investors-splurge-on-real-estate-tech/>

**\$950 Million**

**Acquisition of NASDAQ listed Move Inc by News Corporation**

<http://www.foxbusiness.com/industries/2014/09/30/news-corp-to-buy-real-estate-web-operator-move-for-50m/>

The market is moving to an e-conveyancing model for settlements, which will further require better communication platforms:

<http://www.globalx.com.au/portals/4/documents/media%20releases/10-10-2013-GlobalX-Media-Releases-AXIS-210x297mm-FINAL.pdf>

Other industries have gone through similar processes: Expedia acquisition of Wotif

<http://www.theaustralian.com.au/business/business-spectator/wotifexpedia-marriage-reflects-the-brutal-online-re-ality/story-fng7vg0p-1226980930254>



## Venture Investors Splurge On Real Estate Tech

Posted Oct 28, 2014 by Christine Magee (@c\_magee27)

1,624 SHARES



MAY 31, 2015  
Boston Market aims to take flight once again

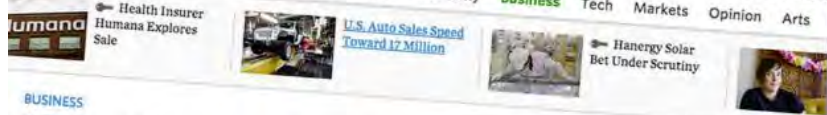
## Zillow will pay \$3.5 billion to acquire Trulia

by Laura Lorenzetti @lauralorenzetti

JULY 28, 2014, 8:57 AM EDT

## THE WALL STREET JOURNAL.

Home World U.S. Politics Economy Business Tech Markets Opinion Arts



## News Corp to Buy Move Inc. for \$950 Million

Real-Estate Listings Sites Will Expand Media Firm's Digital Holdings

By LUKAS L. ALPERT and JOE LIGHT  
Updated Sept. 30, 2014 2:02 p.m. ET

News Corp agreed to acquire Move Inc., the third most-trafficked web property listings in the U.S., as the media company seeks to move into the digital arena and expand its presence in the real-estate market.

The \$950 million, all-cash deal would represent the largest acquisition in the company's history.

## ASIAN LEGAL BUSINESS

HOME ASIA CHINA MIDEAST ANZ  
JOBS NEWS RESOURCES EVENTS

Slater & Gordon to

CNN Money

## STYLE FASHION ART LUXURY DESIGN

## Zillow buys Trulia for \$3.5 billion

Recommended 2.2k



## THE GENIUS OF SETTLING FOR MORE

Written on the 24 April 2015

A WORLD-FIRST platform bringing the industry that perhaps needs it the most from Brisbane.

Shaneel Sharma, the founder of Conveyance Genius, says his startup is "the smartest way to do it" as it provides a measuring stick that can save time and money.

"Every day thousands of property sales are lost because someone doesn't know about a breaking issue," says Sharma.

"And when they do - usually because of a trivial as a missed call or lost email - the business owner, the seller loses the sale, the their commission, and the conveyancer has partial payment."

"Conveyancers don't traditionally have made the process fully transparent."

where things are at - that's where we come in with progressive technology that cuts out the everyone can see exactly what's happening, in real time, and the conveyancer doesn't have to be emailing everyone whenever something changes or needs to be done."

more is not just 30, but having bought his first property at 47, he has had enough fresh and pro

NEWS BLOGS RANKINGS FEATURES VIDEOS POLLS REB ABOUT

## Patented app promises smoother settlements for agents

Wednesday, 29 April 2015 | Max Herald | 1 Comment

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A new app will allow agents to closely monitor settlements and reduce the chances of deals collapsing.

Australian startup Conveyance Genius is beta-testing a patented app that turns the entire conveyance process into a simple, visual timeline.

The app allows agents to see the status of all their properties on a single dashboard.

In a separate window, they can see how many of their properties are at the building and pest stage, how many at finance, how many are conditional and how many need their attention.

Colour-coding is used to show agents - as well as buyers, sellers and conveyancers - what has been done, what is in progress and what will need attention.

Push notifications warn them immediately if something needs addressing, which is intended to stop problems escalating.

Conveyance Genius founder Shaneel Sharma told Real Estate Business that 500 agents

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JUNE 30

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## App Turns Entire Conveyancing Process Into a Visual Timeline

Posted at Legal Practice Intelligence - 28 April 2015



## 14 May 2015 - Real Estate Agents Who Love Conveyancers

Conveyance Genius is a new software app used by conveyancers to keep clients and other parties up to date during a conveyancing matter.

Included in the video below is an important reminder about why a conveyancer will be loved by real estate agents simply by keeping them in the loop. That love has to turn into more referrals.

The pricing for the app will be released soon. Legal Practice Intelligence understands that the price is likely to be under \$10 per conveyance.

Until the official pricing is released, you can send an email with "innovation" in the subject line to [olly@conveyancegenius.com](mailto:olly@conveyancegenius.com) and Conveyance Genius will be provided to you free for 60 days.





Handles the digital settlement of the transaction at the end of the funnel.



Owned by Mortgage Brokers and handles buying side



SettleMe

Has now shut down however has launched Pexa Key which tracks the settlement stage only.



Is owned by N.S.W law firm that other legal practitioners do not want to reveal their clients and data to.



Owned by LJ Hooker which isolates all other real estate brands



Is owned by Law Lab, a law firm that other legal practitioners do not want to reveal their clients and data to.



Owned by Commbank

Independent

# TRANSACTION

Totally non partisan, not owned or operated by any conflict of interested parties. Not aligned to any one entity for competitive advantage reasons

Vendor Conflicted

Fully Featured

Partial Features



**There are a number of risk factors, both specific to Conveyance Genius and of a general nature, which may affect the financial performance, cash flows and growth prospects of the company and the outcome of the investment in Conveyance Genius.**

- This section describes certain but not all of the risks associated with an investment in Transactor.
- If any risk eventuates, it could have an adverse impact on the performance of the company.
- Any investment is speculative and the company does not guarantee the return of capital, any rate of return, any income, capital gain or investment performance.
- It is not possible to identify each and every risk.
- However, before applying for shares, investors should consider the following risks.

## RISK

**Market Acceptance**

Demand for the Transactor depends on market acceptance by the end customers, primarily being Real Estate Agents, conveyancers and mortgage brokers. Influencing factors for market acceptance of Transactor include pricing of the product, awareness and acceptance of the advantages of utilising Transactor as a tool to assist in settling property transactions.

**Personnel Risk**

Transactor operations are dependent upon the continued performance, efforts, abilities and expertise of its management team and key employees. The ability of Transactor to attract and retain such people may adversely impact its ability to adequately meet project demands and fill roles in operations.

**Execution Risk**

The ability of the Transactor management team to apply their collective skills to execute the growth strategy as outlined is a risk.

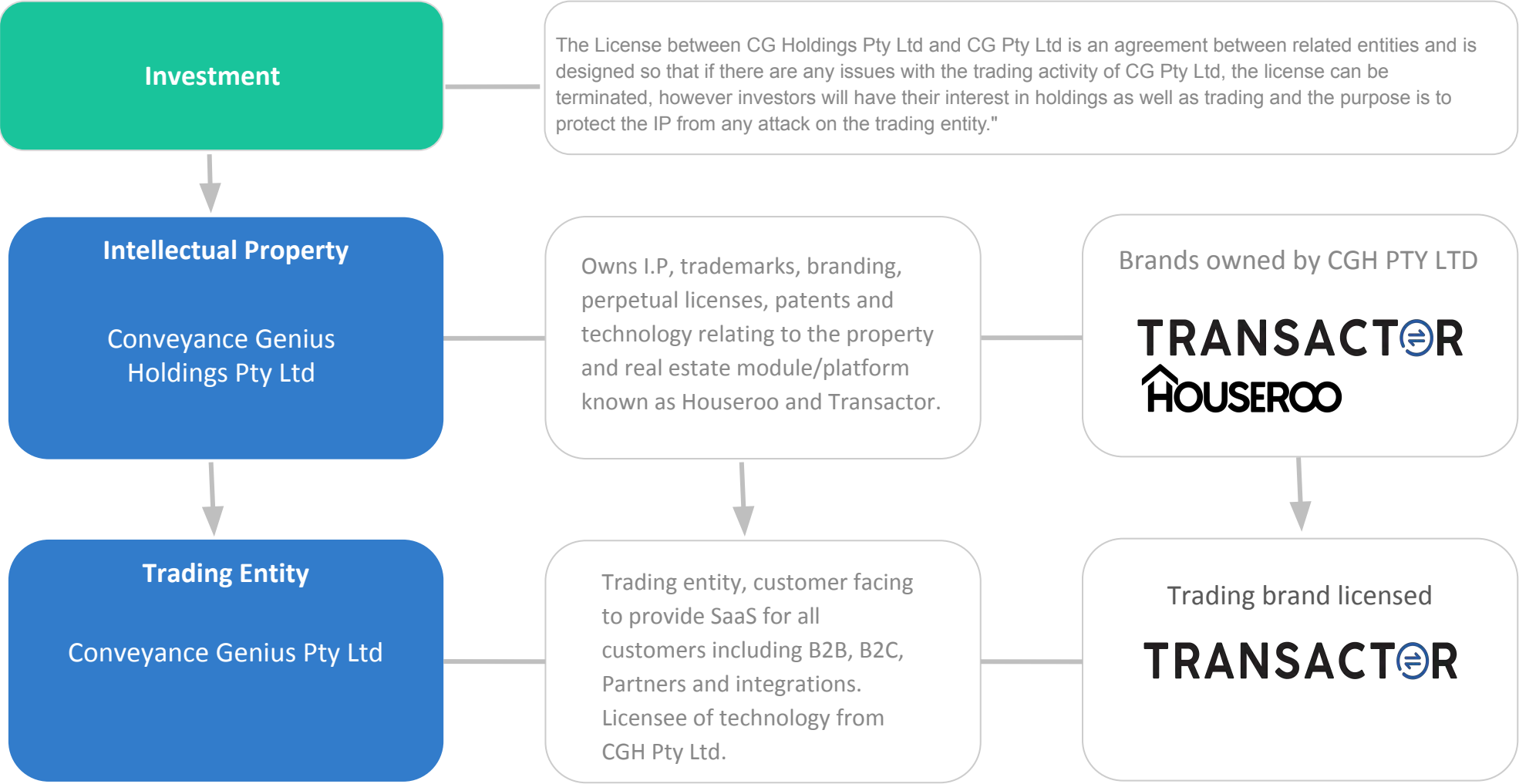
## RISK MITIGATION

The risks are being mitigated through close consultation with end user groups through the development and beta testing phase. This has ensured the functionality of the platform is designed to cater for the needs of the customers and that pricing is at a level that is acceptable to customers and profitable for the company.

The founder and key personnel have an affinity to the project and hold equity to ensure ongoing retention. The roles that will be recruited for post funding are not complex positions and the company does not anticipate difficulty in filling these roles. The business will be systemised where possible to further reduce personnel risk.

The Transactor team are experienced in launching new products into the market-place both domestically and internationally. The company believes that its compelling value proposition combined with well-defined pathways to market also contribute to mitigating the execution risk.

	RISK	RISK MITIGATION
Patent Infringement	The Company's commercial success could be impacted by its ability to protect its intellectual property assets.	Transactor intends to mitigate this risk through patent protection over its technologies and also by being first to market and forming alliances with the largest real estate and conveyancing groups. The intention is to create strong loyalty with its customers and to have them become repeat purchasers so as to block any potential competitor.
Liquidity Risk	Shares in Transactor are not freely marketable, as they are not listed on a stock exchange.	Investors need to seek a level of comfort with regard to access to capital locked up in a potential investment in Transactor. The Transactor business plan is a multi-year plan and as such any capital invested may be inaccessible until a future liquidity event, be it a sale of the business, share transfer or capital raising event
Competition	Large organisation could replicate and roll out similar solutions as a direct competitor.	Transactor has a creative founder edge which means the core team can not be copied. The team has the ability to continually innovate to stay progressive with product market fit. It is agile and can move very fast to stay current. Transactor has a strong customer feedback loop continuously iterating features set by clients. Transactor can look at key competitor features and do it better better.



## PRESS RELEASE

FOR IMMEDIATE RELEASE  
6 AUG 2018

CONTACT  
CEO: shaneal@houseroo.com  
0416 668 668

### Brisbane-Based Musician Makes Buying Property through your Smartphone a Reality.

A Brisbane-based music producer is set to take the property market by storm with the development of an online platform that allows you to purchase property through your smartphone - almost as easy as ordering a pizza.

Shaneal Sharma, the visionary behind Houseroo, has spent the last four years transforming his property investments into a tech empire, with the creation of a first-of-its-kind platform that will change the face of the property industry on a global scale.

With online real estate giant, Domain Holdings Australia and DocuSign jumping on board as active supporters of the platform, Houseroo streamlines the entire transaction and settlement of a property while still holding all parties accountable for bringing a sale to fruition.

The platform allows buyers to start the transaction process in just a few clicks and ensures transparency for everyone involved in the buying process; from building and pest inspectors, to mortgage brokers, conveyancers, agents and of course, the buyer.

"The app was developed out of a need to increase transparency and boost accountability when purchasing a property," Mr Sharma said.

"Whether you're a first time home buyer or a regular investor, buying a property can be a daunting process and a lot of people walk into it blind, without knowing what to expect.

"Houseroo closes this gap by tracking the progress of the various milestones involved in the buying process and keeping all parties in the loop in real time."

With Brisbane set to be the top performing property market across all major Australian capitals over the next few years, it seems only fitting that a Queenslander has created the PropTech game changer from the music studio of his own Brisbane home.

According to propertyupdate.com.au, 70% of Sydney investors bought 'blind' into the Brisbane market last year. With the arrival of Houseroo, Shaneal will be saving everyday Australians countless hours throughout the buying and selling process; eliminating communication breakdowns and a considerable level of risk, whilst introducing complete visibility between the many moving parts of the industry.

Queensland not only surpassed Victoria and New South Wales for internal migration this year; steady natural population growth has meant a stable and popular market for investors. Couple this with a booming new infrastructure landscape but somewhat flat economic growth and Brisbane boasts the perfect conditions for investors, both local and overseas.

When describing his journey in creating Houseroo, Sharma stated that, "Innovating technology is just like writing a song - you have to come up with a catchy hook so people catch on to it."

And catch onto it they will.

According to the 2018 Global Digital Report by WeAreSocial and Hootsuite, the average Australian now spends over five and a half hours on the internet each and every day. That number is steadily increasing year-on-year by approximately 7%; a figure which has been directly attributed to the integration of technology into everyday life.

Houseroo is not only the online solution every Australian property player has been waiting for, it's the next logical step in a market that has been steadily turning digital in almost every other aspect.

For more information visit [Houseroo.com](https://Houseroo.com) or contact Shaneal Sharma on 0416 668 668

Domaingroup

## HOUSEROO: THE APP THAT HELPS YOU ADD VALUE TO THE SALES PROCESS

Kate Farrelly  
28 August, 2018

Shaneal Sharma is best known for his dance-infused R&B hit songs but says his involvement in property predates his music career. After buying and selling 11 properties, Sharma saw a need for a technology that could streamline the process of property transactions. He's developed an app called Houseroo with the aim of simplifying one of our most important financial events.

Domain got the low-down from Houseroo founder about how his app can help agents provide better customer service.

### Give us your elevator pitch for Houseroo?

Houseroo is an app with everything that you need to transact a property from start to finish including conveyancing, building and pest inspections and insurance.

### When did it launch?

It took three years to build and we officially launched in November last year. Currently we have over 1200 users per month.

### Who will benefit from using it?

Buyers, sellers, real estate agents, conveyancers, building and pest inspectors and mortgage brokers.

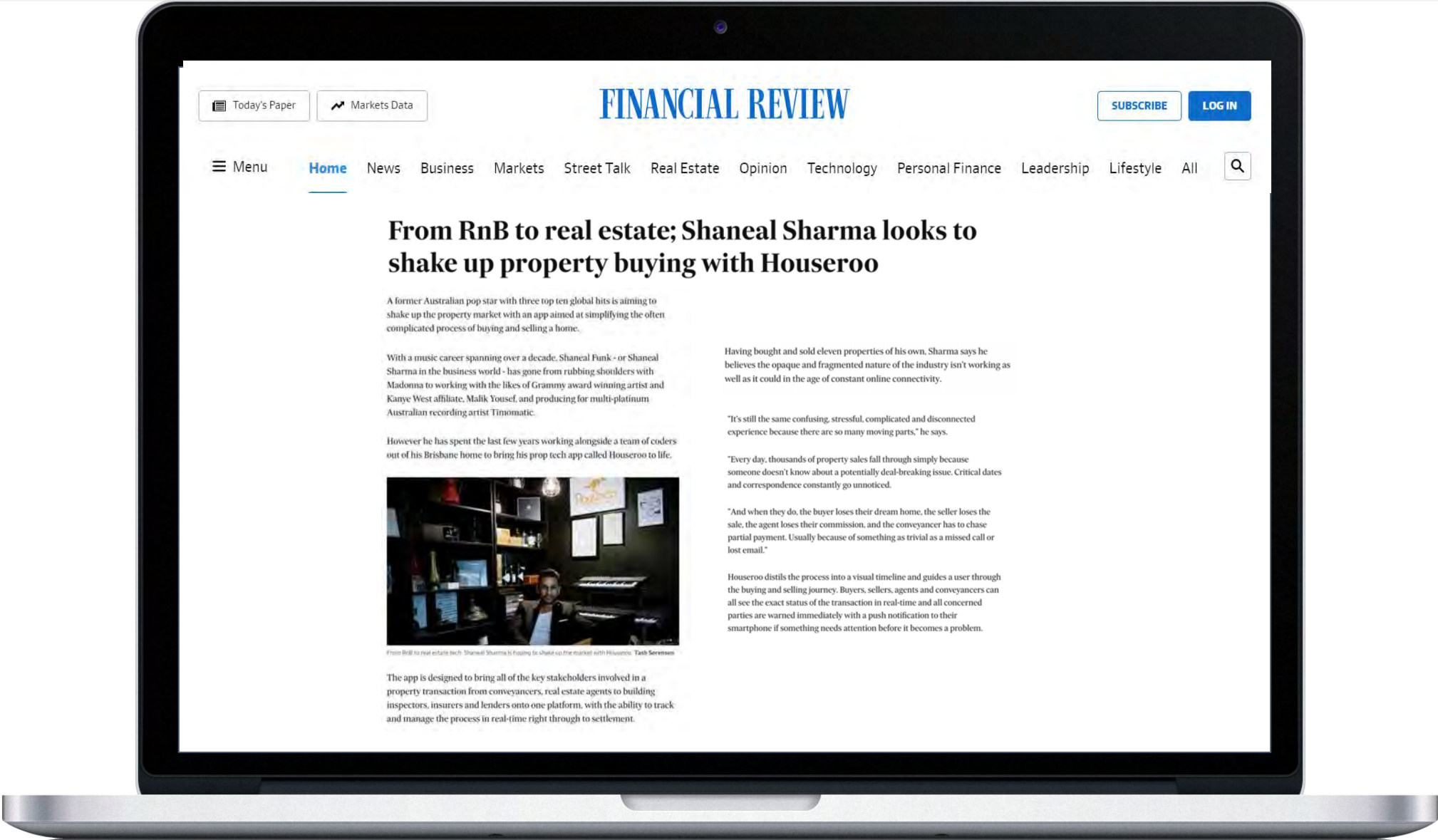
As a comparison, if you're looking for a hotel on Bookings.com it shows you all the type of hotels available, you book one and you're done. For Houseroo, you type in a property address and the app pulls everything you need into one place and allows you to visualise everything from start to finish.

For agents, Houseroo helps with listings by providing a point of difference. For vendors, to see all the stages of their campaign on a visual timeline. For buyers, it allows them to track their conveyancing and where their finance is up to. A conveyancer can project manage all the stakeholders and update them on progress.



Shaneal Sharma founded Houseroo after his own home buying experience.









Assurance | Accounting | Tax | Advisory

BDO is Transactors official R&D accounting and advisory company for governance and compliance



Newwave is Transactor's official bookkeeper.



View Legal

View Legal is Transactor's official Legal advisors in Australia & assists with all legal Council.



Dentons is Transactor's official Legal advisors in USA & assists with all legal Council.

# Leadership Team



**Shaneal Sharma**  
Founder & CEO

His experience has taken him from working in the entertainment industry with **MGM**, **Universal music** and **Sony** in L.A, U.K & Asia resulting in 4 top ten global hits to being selected by **Samsung technologies** to develop 20 apps for the bada store, resulting in more than 2 Million downloads. Expert in building SaaS platforms and automation technology. Built finance compliance platform, delivery partner to Thomson Reuters globally. Inventor of patented property technology “Transactor” by Houseroo. The wealth of experience derived from working with entertainment and technology industry giants has given Shaneal commercial experience to scale internationally. His creative thinking and ability to inspire his team and higher purpose is why people back him.



**Ross Hanson**  
Chief Operations Officer

MBA, GAICD Business Strategist, passionate about building IT business rapidly. Seven IT builds over the past 20 years assisting organisations with their growth and exit. Samples include: Amazing Technologies ERP software integration business, offices across Australia & New Zealand, sold within 2.5 years to a US based publicly listed company. Organically grew CSG Ltd ASX: CSV company branch from zero to over 20 staff in two years, with full profitability after just 12 months, generating over \$4M revenue from nothing to \$30M+ pipeline. (Sold to NEC IT)



**Elijah Glover**  
Chief Technical Officer

A technologist who has hands-on experience in a broad range of areas including product development, network engineering, cloud computing and digital marketing in a diverse set of industries. He has worked with major companies such as Westpac, Australian National University, Servcorp, Sony, Hoyts as well as NSW Health. His background spans more than 10 years of IT consulting in Australia and Internationally.



**Travis Lawson**  
Chief Marketing Officer

Spent his business life in NY & Australia. Has generated millions of dollars worth of revenue and investment opportunities for a range of international businesses. Working with companies such as Unilever and American Airlines. He was the head of marketing for ARA \$1.4B property facility company from the beginning and led strategy and b2b comms. His focus is driving substantial growth and scalability to businesses. His background spans over 15 years of communications, business development & digital marketing. His strategies are still implemented in businesses he has worked with today.



## Mohsin (Mo) Patel

Senior Lead Developer

Diligent coder who writes clean, robust solutions that scales. Specialising in SaaS platforms and business logic. Key focus areas include Real Estate, Finance & Healthcare Technologies. Mo has gained specialised knowledge of how the property transaction process works and has worked closely with the various industry collaborators to build, test, deploy and optimise continuously whilst following best practices and quality of development techniques. His experience and methodologies have proven to provide successful outcomes for the solution and the way he leads his team.



## Hamdan Patel

Developer Algorithms & dev

Specialist in complex algorithms, problem solving and uncharted code. Talented in developing methods for visualisation such as dashboards and multi region compatibility. Hamdan provides the support and the peer to peer tests required to maintain quality in the code for shipping to production. He is fast to fix any issues that arise efficiently.



## KK

Integrations developer

Specialist in integration and api development. His passion is bringing together systems to talk to one another and building solutions necessary to securely share data seamlessly. He is a solid integration architect who maps out entire systems and ensures the most effective paths to providing the most impactful solutions.



## Joel Walkenhorst

Head of Design & User Experience

Joel is a naturally gifted creative who delivers design, flow, simplicity and user experience. His experience in design has spanned over 15 years. Providing branding, app design and optimized work flows to allow users to interact freely and effortlessly without friction. His portfolio includes patented technologies and designs for companies such as Hogs, LoFo and Quardlock. Joel has a true understanding of the processes involved within a property transaction and delivers the vision through design and user experience that make sense for the outcomes required.



**Kyle Pitman**

**NZ CEO**

Extensive Real Estate background as General Manager for Ray White NZ and Head of Growth and Operations for Re/Max New Zealand opening 1 new office every 16 days.

Kyle is passionate about transforming the way real estate is transacting and brings a wealth of knowledge to helping introduce optimised processes to the entire real estate industry.

His practical knowledge and progressive approach instantly brings trust to our target markets for behaviour change management campaigns



**Marc Giordano**

**Head of Growth N.S.W**

Marc has over 15 years business and account management experience specialising in training and development. He has worked in several countries including Slovenia and Ireland where he represented Harvey Norman as their National Training Manager. Marc is passionate about technology that provides transparency and quality a customer experience.



**Steve Cantiller**

**Education and Success**

Steve is our onboarding Guru who creates all of our videos, walk throughs and demos allowing every single user type in the platform to have full knowledge of the system. Steve is a certified instructional designer who is all about working to learning outcomes for our users for behaviour change management.





**Maxwell Nee**  
Strategy

An ex-Corporate Banker who is now a Digital Nomad that works with thriving entrepreneurs from North America, Australia, and Europe. He brings together the analytics of Finance with the psychology of Marketing to deliver digital scale and growth. Maxwell runs workshops for digital marketing mastermind groups in over 8 countries and has expert knowledge with Facebook, Instagram, LinkedIn marketing and sales funnel systems.



**Adrian Salamunovic**  
International Advisor

Best seller author of “Free Pr” Expert in PR/Public Relations and Growth Hacking. Founder of several multi-million dollar Internet 1000 retailers, including CanvasPop.com. Helped launch MyFax.com (which sold for over 220M) Featured dozens of times in Techcrunch, Mashable, CNN, Fast Company, Forbes, The Verge, WIRED and products have appeared on Today Show, Good Morning America, Wall Street Journal, New York Times. Convinced Anthony Zucker, producer of CSI:NY to write an entire episode around one of his products (DNA11) . Interviewed by Donny Deutsch and appeared on Power Lunch on MSNBC.



**Advisory team**  
Strategic & Industry Experts

Houseroo has strategic industry advisors & Mentors in the real estate, conveyancing and finance industry.

These include:

**Graham Mirabito** (Former CEO CoreLogic) Current Harcourts International Advisor & PEXA.

**Kylie Dillion** - (Former PEXA Head of Integrations and Conveyancing council

**Peter Franckle** - Editor of Legal Practise Intelligence,

**Chris Collinge** - MD of By The Rules High volume national firm with 25 branches.

**Daniel Streak** - Domain

**Colin Wilson** - **Prince Finder** Both offer expertise and advice on shaping product and sample agents for product market fit

**Julia Kabakoff** - Loan Market

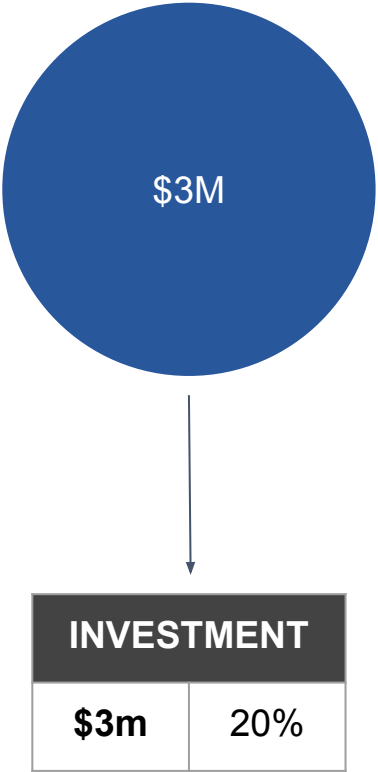
# INVESTMENT & PROJECTIONS



Current

October - March 2020	
Revenue	\$13,077.28
Cost	\$150k
Profit	(\$136,922.72)
# Clients	1735
Conveyancers	62
REA Agents	558
Mortgage Brokers	92
Buyers	906
Sellers	906
Inspectors	37
Developers	0

PROJECTED REVENUE



	FY 21 (Y1)	FY 22 (Y2)	FY 23
Revenue	\$1,026,861	\$7,637,904	\$15,211,337
Costs	\$1,119,393	\$2,788,427	\$2,968,862
Profit	(\$348,439)	\$4,849,477	\$12,242,475
# Clients	430	3,198	6,369

\*Clients based on \$199pm avg, \$2388 per annum

\*Break Even: \$58K - \$93K P/M Dec 2020  
(current team increasing with new hires)

# The Ask, Use of Funds, Exit Strategy

Ask & Offer	Total raising	AUD \$3,080,000
	Pre-money valuation	AUD \$15,400,000
	Ordinary shares	5,500,000 shares @ \$0.28
	Equity offer	20%

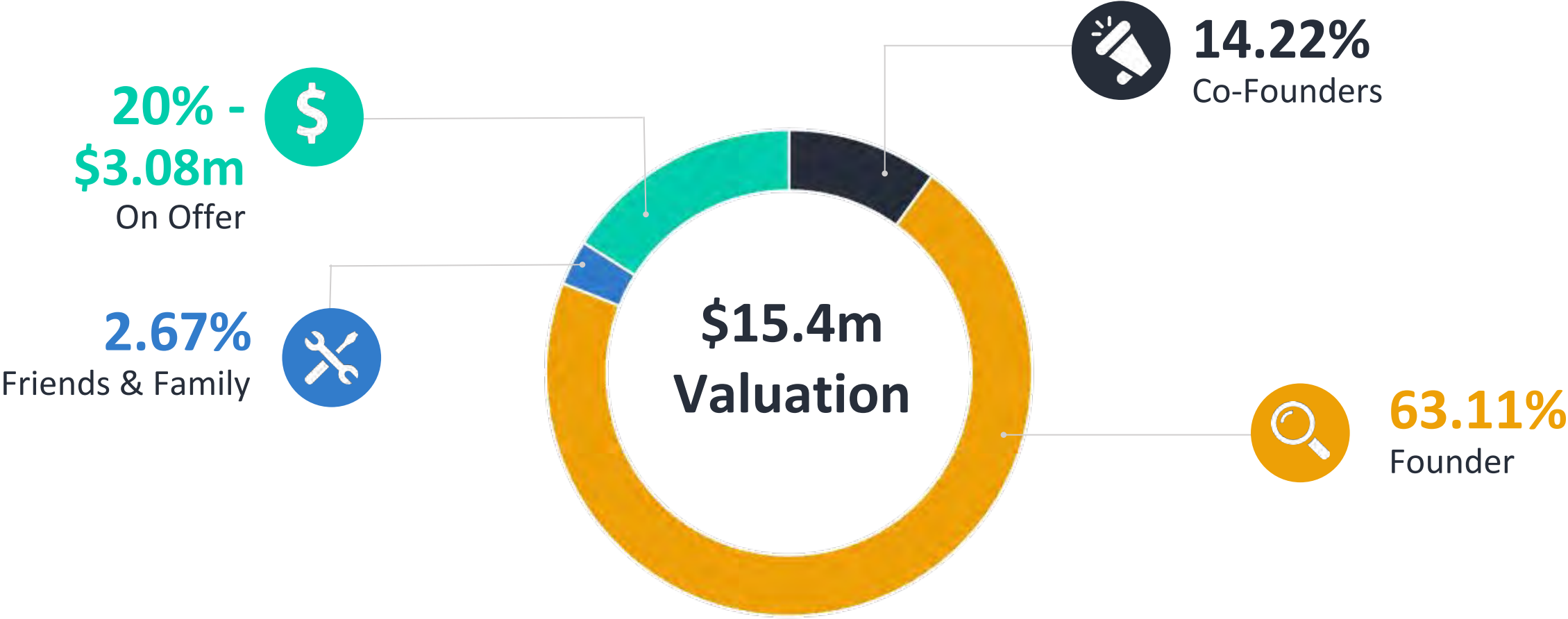
Use of Funds	# 1 Sales & Hires	\$1,232,000
	# 2 Marketing	\$924,000
	# 3 Operation costs	\$208,000
	# 4 Product Dev	\$616,000

Exit Strategy
<p>We expect to be an attractive acquisition target for the following companies:</p> <ul style="list-style-type: none"> <li>• Salesforce</li> <li>• Oracle</li> <li>• REA</li> <li>• Google Ventures</li> <li>• Automation anywhere</li> <li>• IPO</li> </ul>

Exit Examples
<ul style="list-style-type: none"> <li>• Aconex, Australian startup sells to Oracle for \$1.5B, 15 years in the making (Revenue \$123.4m AUD, 2016, 12.5 x multiple)</li> <li>• REA group acquired Hometrack for \$130M</li> <li>• My Desktop &amp; VaultRE acquired by Real estate Investar ASX</li> </ul>

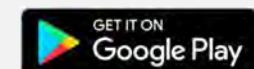
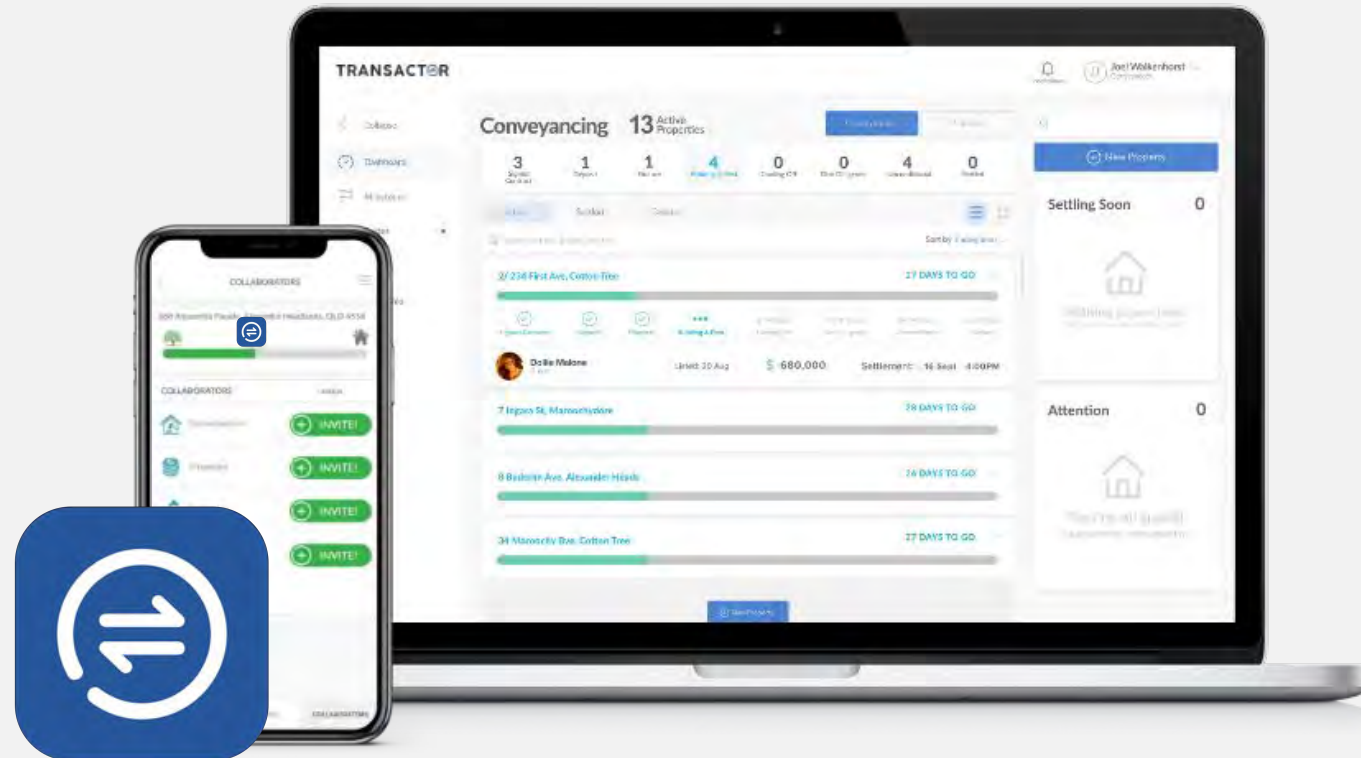
Please note: \$1,243,650.20 has been raised in this round.





# TRANSACTION

Making property transactions easy



*Be a part of the movement*

# Thank you

Shaneal Sharma | Founder/CEO

shaneal@transactorapp.com  
+61 416 668 668

**TRANSACTOR**