

AI-powered solutions for real estate - Property valuation, market analysis,
lead scoring.

di~f Data Intelligence Factory

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| AI-Powered Solutions for Modern Real Estate

The Real Estate Industry Challenge

PropTech is redefining how real estate works

- Property valuation still relies on manual comps and intuition
- Lead generation costs skyrocketing with declining conversion
- Market timing increasingly difficult to predict
- Customer expectations shaped by instant digital experiences
- Data scattered across MLS, public records, and proprietary systems
- Competition from iBuyers and tech-enabled brokerages
- Property management still drowning in manual processes

The reality? Real estate professionals who don't leverage AI will lose to data-driven competitors.

What if Real Estate Tech Was Predictable?

Introducing *di-factory*

Fixed-time, fixed-budget AI solutions for real estate

We're not another PropTech vendor with complex implementations. We deliver **working solutions**.

Our Approach: AI-First, Results-Guaranteed

- **Fixed Time Delivery:** 4-week sprints with guaranteed completion
- **Fixed Budget Guarantee:** No surprises, no scope creep, predictable costs
- **AI-Powered Development:** 24/7 development cycles with intelligent automation
- **Real Estate-Native:** Solutions designed for brokers, developers, and investors
- **Data Integration:** Connect MLS, public records, and market data

AI Solutions for Real Estate

Automated Valuation Models (AVM)

Price properties with AI precision - Instant property valuation with ML - Comparative market analysis automation - Rental income estimation - Investment return projections - Neighborhood and market trend analysis - Reduce valuation time by 90%

Market Analysis & Prediction

See the market before it moves - Price trend forecasting by neighborhood - Demand hotspot identification - Investment opportunity scoring - Development feasibility analysis - Market timing recommendations - Risk assessment for portfolios

Lead Scoring & Conversion

Focus on leads that close - Buyer/seller intent prediction - Lead scoring and prioritization - Optimal contact timing recommendations - Personalized property matching - Automated follow-up optimization - Increase conversion rates by 40-60%

Digital Real Estate Solutions

Property Management Platforms

Streamline operations, delight tenants - Tenant portals for rent and maintenance - Automated rent collection and accounting - Maintenance request management with AI triage - Lease management and renewals - Vacancy prediction and optimization - Reduce management overhead by 40%

Virtual Tours & Visualization

Sell properties without physical visits - 3D virtual tour platforms - AI-enhanced property photography - Floor plan generation from photos - Staging visualization tools - Neighborhood exploration features - Reduce days on market by 30%

Analytics & Intelligence

Data-driven real estate decisions - Portfolio performance dashboards - Market comparison analytics - Agent productivity tracking - Customer journey analytics - ROI analysis and reporting - Competitive intelligence

Our Core Services for Real Estate

1. Business Consulting Companion

From challenge identification to PropTech roadmap - Digital maturity assessment - PropTech strategy development - Technology vendor evaluation - Business model optimization - ROI modeling and business case - Change management planning

2. MVP Development for Real Estate Solutions

Fixed 4-week sprint delivery for working products - Property search platforms - Agent and broker tools - Property management systems - Investor portals - MLS and data integrations - Cloud deployment with real estate scalability

3. ML Models for Real Estate Intelligence

Custom AI in 4-week sprint cycles - Automated valuation models (AVM) - Lead scoring and conversion prediction - Market trend forecasting - Rent optimization models - Maintenance prediction - Image analysis for property assessment

Why Real Estate Professionals Choose *di-factory*

Speed to Market

- 4-week delivery cycles vs. 6-12 month traditional software projects
- Launch new capabilities before competition
- Rapid iteration based on agent and customer feedback

Predictable Investment

- Fixed-budget guarantee eliminates project overruns
- Critical for real estate's cyclical revenue
- Clear ROI tied to transactions and efficiency

Reduced Risk

- Proven real estate technology stacks
- Integration with major MLS and data providers
- Scalable for team to enterprise brokerage
- Mobile-first for agents in the field

- Deep understanding of brokerage and property management
- Experience with MLS, public records, and market data
- Knowledge of real estate transaction workflows
- Integration with CRM and transaction management systems

Success Metrics We Deliver

Valuation & Analysis

- 90% reduction in valuation time
- 15% improvement in pricing accuracy
- 50% faster market analysis
- 30% better investment screening

Lead Conversion

- 40-60% improvement in lead conversion
- 50% reduction in time-to-contact
- 35% increase in appointments set
- 25% more deals closed per agent

Operational Efficiency

- 40% reduction in property management overhead
- 60% faster maintenance resolution
- 50% decrease in vacancy rates

- 30% reduction in days on market

Revenue Growth

- 25% increase in agent productivity
- 35% improvement in customer satisfaction
- 20% growth in repeat and referral business
- 30% higher revenue per transaction

Case Study Framework

Scenario: Regional Brokerage Digital Transformation

Challenge: - Losing market share to tech-enabled competitors - Agents spending too much time on low-quality leads - Manual CMA process taking hours per property - No visibility into market trends and opportunities

di-factory Solution:

Phase 1 - Consulting (4 weeks) - Digital maturity and competitive assessment - Agent workflow analysis - Technology and integration roadmap

Phase 2 - MVP Development (4 weeks) - Agent mobile app with property tools - Automated CMA generation - Lead management dashboard

Phase 3 - AI Enhancement (4 weeks) - Automated valuation model (AVM) - Lead scoring and prioritization - Market trend predictions

Expected Results: - 80% reduction in CMA preparation time - 45% improvement in lead conversion - 30% increase in listings per agent - 25% faster transaction close times - 40% improvement in agent retention

Security & Compliance

Data Security

- SOC 2 compliant operations
- End-to-end encryption for sensitive data
- Multi-factor authentication
- Regular security audits
- Secure API integrations

Real Estate Compliance

- Fair Housing Act compliance built-in
- MLS data usage compliance
- State real estate regulations
- Privacy regulations (CCPA, GDPR)
- Audit trails for transactions

Cloud Infrastructure

- AWS/Azure/GCP with enterprise reliability

- Auto-scaling for market activity spikes
- 99.9% uptime SLA
- Mobile-optimized for field access
- Backup and disaster recovery

Engagement Models

Agent Empowerment

Quick wins for your sales team - Single solution implementation (4 weeks) - Focus on agent productivity metrics - Foundation for brokerage-wide rollout - **Ideal for:** Testing AI capabilities, agent buy-in

Brokerage Transformation

Comprehensive digital upgrade - 8-12 week program with multiple AI tools - Integration across brokerage systems - Full competitive advantage realization - **Ideal for:** Market leaders seeking edge

Enterprise Partnership

Multi-office and franchise deployment - Dedicated team and platform - Rolling sprints across locations - Standardization and best practice sharing - **Ideal for:** Large brokerages and franchises

Investment Framework

Consulting Services

- Digital Assessment: Starting at \$15,000 USD
- PropTech Strategy & Roadmap: Starting at \$25,000 USD
- Full Business Case & Transformation Plan: Starting at \$40,000 USD

MVP Development

- Basic Agent Tool: Starting at \$50,000 USD (4 weeks)
- Standard Brokerage Platform: Starting at \$80,000 USD (4 weeks)
- Complex Multi-System Integration: Starting at \$120,000 USD (4-6 weeks)

AI/ML Models

- Single Model (AVM, Lead Scoring, etc.): Starting at \$40,000 USD (4 weeks)
- Model Suite (2-3 models): Starting at \$100,000 USD (6-8 weeks)
- Enterprise AI Platform: Custom pricing

All pricing is fixed and guaranteed. No surprises.

Why Now?

Real Estate is Being Disrupted

- **iBuyers** changing transaction expectations
- **Virtual tours** becoming standard, not novelty
- **Data access** democratizing market intelligence
- **Customer expectations** shaped by Zillow and Redfin
- **Commission pressure** requiring efficiency gains

AI is the Competitive Edge

With *di-factory*, you can: - Value properties instantly with AI precision - Convert more leads with intelligent prioritization - Predict market trends before competitors - Deliver experiences that match PropTech leaders

The real estate professionals who embrace AI now will dominate their markets.

Next Steps

Discovery Call

- 30-minute conversation to understand your challenges
- Initial opportunity identification
- Partnership fit assessment

Assessment Proposal

- Tailored scope based on your priorities
- Fixed timeline and budget
- Clear deliverables and ROI projection

Pilot Launch

- 4-week proof of value
- Measurable results on key metrics
- Foundation for brokerage-wide rollout

Let's Transform Real Estate Together

Ready to accelerate your PropTech journey?

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Fixed time. Fixed budget. Real results.