
RentWise

Landlord life, simplified.

Pitch deck - January 2025



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Project summary

RentWise is an innovative application dedicated to the complete management of rental properties, designed to simplify landlords' lives and optimize every step of the rental process. Tailored to meet the needs of property owners in the Paris region, RentWise offers a unique platform to centralize rental management operations: scheduling viewings, tenant selection, invoicing, and payment tracking.

Main objective

RentWise's funding requirements are driven by the market opportunity presented by the digitalization of property management. The goal is to simplify rental property management for individual landlords by providing them with a centralized application. The requested funding will enable the completion of the app's development and enhance our ability to penetrate a high-growth market, while ensuring maximum automation and transparency.

Key points

- Industry growth: The digital rental management sector is rapidly expanding, particularly due to the increasing demand for digital solutions that simplify property management.
- Business model: RentWise operates on a 4.2% management fee from rental income, along with agency fees for each property, creating a consistent stream of recurring revenue.
- Return on investment: RentWise delivers significant value to property owners, with strong growth potential through its innovative model and focused market penetration strategy.





01

Vision & Opportunity

The Vision



RentWise is a web application accessible via desktop and mobile, designed to centralize property management for individual landlords. Our primary target market includes property owners in the Paris region, aged 27 to 60, who are open to digital solutions. Key features include managing property viewings through partner service providers, automating rent reminders, tracking invoices and rental documents, and providing a dedicated interface for tenants. RentWise will be developed using low-code technology to ensure optimal flexibility for future updates and rapid adjustments.



Our vision is to create an application that simplifies and brings transparency to property management for landlords. RentWise streamlines key processes such as tenant selection and financial tracking to deliver a seamless experience that minimizes delays and maximizes landlord satisfaction.

"Providing property owners with a complete digital tool to manage their real estate with simplicity and transparency."

Key Objectives



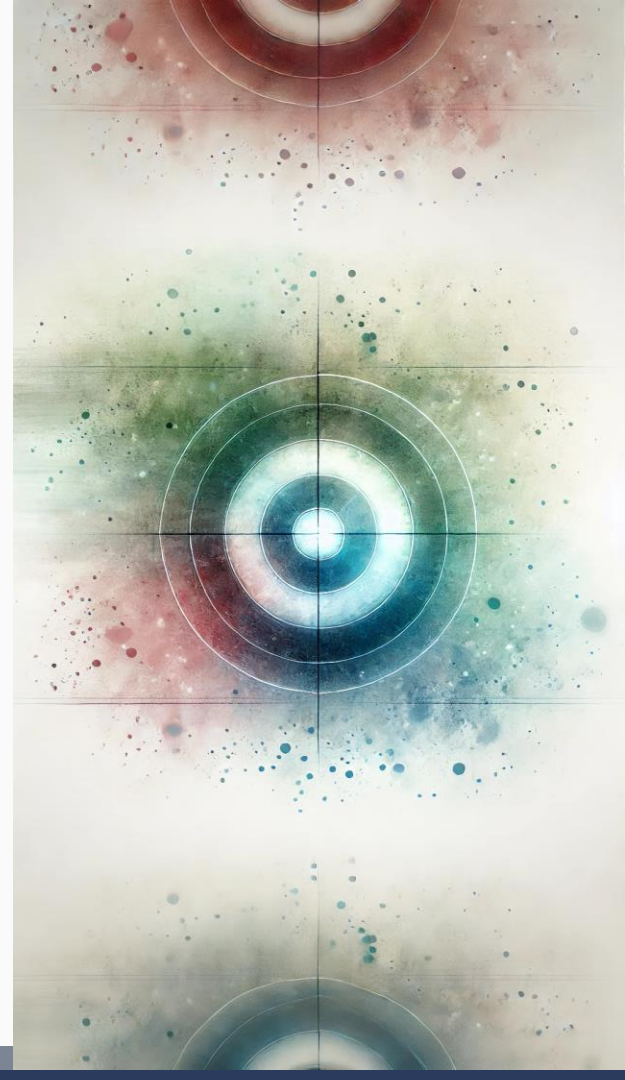
Automating property management tasks to reduce the workload for landlords.



Increasing occupancy rates by optimizing listings and anticipating tenant turnovers.



Reducing payment delays through automated reminders and penalties for late payments.



Opportunity

A problem to solve

Individual landlords face increasing challenges in managing their properties: disengaged agencies for smaller units, complex administrative tasks, lack of transparency, and frequent payment delays. RentWise addresses these issues by centralizing and simplifying property management with automated features, including payment tracking, visit management, and tenant selection. In a market with high demand for digital solutions, RentWise stands out as a key player providing efficiency and transparency for landlords.

Proposed solutions

- **Visit management and tenant pre-screening:** RentWise partners with Flatsy for efficient visit coordination and detailed property reports. Through the app, tenant information is collected and processed for pre-screening based on reliability criteria, like job stability and payment history. Landlords receive comprehensive feedback to make informed decisions.
- **Automated payment tracking and expense management:** RentWise automates rent reminders, late payment notices, and, if necessary, formal warnings. Tenants can pay through multiple options, such as Stripe or bank transfers. All transactions and invoices are centralized within the app, downloadable in CSV format for simplified tracking.
- **Detailed reports and property history:** RentWise generates detailed, real-time reports on key metrics like profitability, expense distribution, and tenant payment history. These reports and financial data help landlords streamline accounting and maintain a clear view of their properties' performance.

Competitive advantages

RentWise is a comprehensive "all-in-one" solution that combines advanced automation with a user-friendly interface. Unlike other platforms, RentWise provides complete and flexible management tailored to individual properties, including onboarding support for new users. The app centralizes communication, documentation, and financial tracking, saving landlords time while offering a smooth experience for tenants. RentWise focuses on transparency and responsiveness, delivering significant value and convenience.



02

Rental Market in IDF

Market Size

Rental market assessment:

Paris has approximately 62% renters according to INSEE, which amounts to around 1.3 million renters out of a total population of about 2.1 million. The average rent in Paris is €1,203 per month (€1,022 per month excluding charges) for a 45 m² property, contributing to significant rental market revenue.

TAM (Total Addressable Market):

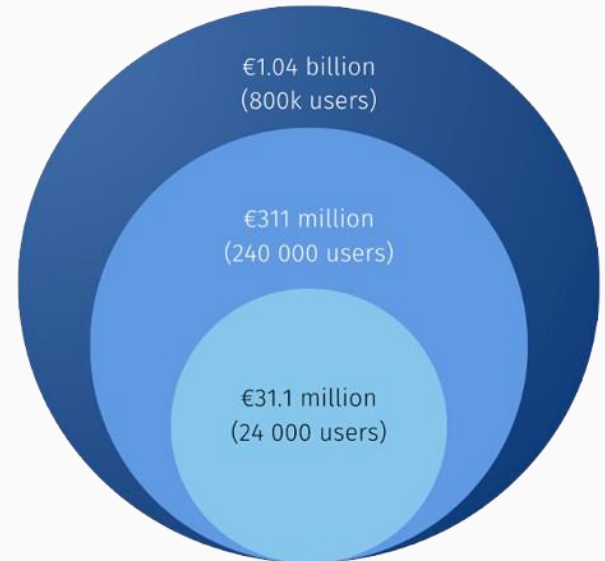
The TAM represents the entire rental market in Île-de-France. With around 800,000 landlords offering their properties for management, the market is estimated to be between €778.1 million and €1.04 billion annually, including initial fees for two-thirds of the properties.

SAM (Serviceable Available Market):

The SAM targets landlords in Île-de-France actively seeking property management tools. Assuming that 30% of landlords might adopt PropTech solutions like RentWise, the target market is valued at €311.2 million annually.

SOM (Serviceable Obtainable Market):

The SOM represents the share of the market that RentWise could capture in its initial years. By aiming for 10% of the SAM, this corresponds to a potential SOM of €31.1 million annually.



Market segments



User profile and PropTech market:

The market primarily consists of individual landlords, often with one or multiple properties.

The PropTech sector in France is experiencing rapid growth, with increasing interest in digital solutions that simplify rental property management.

WHICH TYPE OF USERS?



Individual landlords:

Landlords with one or more rental properties seek solutions that simplify property management. They need an intuitive interface with tools for tracking payments, contracts, and tenant communications.



Asset managers:

These professionals manage assets for multiple clients. They aim to centralize rental management on a single platform to efficiently oversee all properties for their clients. RentWise can provide them with advanced features such as personalized dashboards and analytical reports.



Real Estate Investment Companies (SCI):

SCIs, which jointly own and manage real estate properties, also require tailored management tools. RentWise offers solutions to facilitate collective management, track each partner's contributions, and distribute rental income efficiently.



03

SWOT & Competition

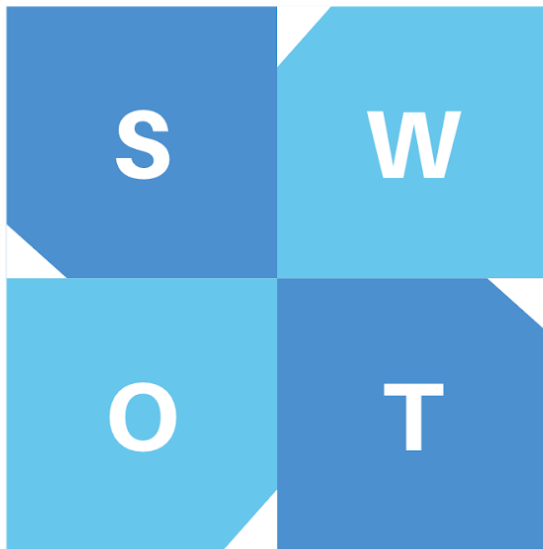
S.W.O.T.

STRENGTHS

- Exclusive specialization in rental management
- Advanced automation to minimize unpaid rents and manage vacancies
- Focus on Île-de-France, enabling personalized local management
- Quick adaptability to new regulations

OPPORTUNITIES

- Sustained growth in rental demand in Île-de-France
- Potential partnerships with funds to manage asset portfolios
- Increased digitalization in the rental market and changing lifestyles
- Growing awareness and demand for eco-friendly housing



WEAKNESSES

- Dependence on technology for smooth operations
- High administrative complexity due to regulations
- Ongoing training needs for user adoption

THREATS

- Rising competition from other digital platforms and PropTech
- Risk of new restrictive rent regulations
- Increased customer expectations for personalized, tech-driven services
- Economic risks that may impact profitability

Competition Landscape

Criteria / Solutions	RentWise	Flatlooker	Liberkeys	Blue	Century 21	Foncia
Full property management	Yes	Yes	Yes	Yes	Yes	Yes
Automated reminders	Yes	Yes	Partial	Yes	Partial	Partial
Dedicated digital interface	Yes	Yes	Yes	Yes	Partial	Partial
Administrative and legal support	Yes	Yes	Yes	Yes	Yes	Yes
Tenant search	Yes	Yes	Yes	Yes	Yes	Yes
Management fees	4.2% of monthly rent	4.1% of monthly rent	4.9% of monthly rent	3.9% of monthly rent	6% - 9% of monthly rent	7.2% - 9.6% of monthly rent
Leasing fees	100% of the first month's rent (70% landlord, 30% tenant)	75% of the first month's rent (excluding charges)	75% of the first month's rent (excluding charges)	75% of the first month's rent (excluding charges)	Not specified	Not specified
Unpaid rent insurance	Not available yet	2.5% of monthly rent	2.5% of monthly rent	2.5% of monthly rent	Not specified	Not specified
Key differentiation	Automation + complete interface, investment management app	Fully online management	Mixed (sales and management)	Cost-effective digital alternative	Personalized customer service	Personalized customer service

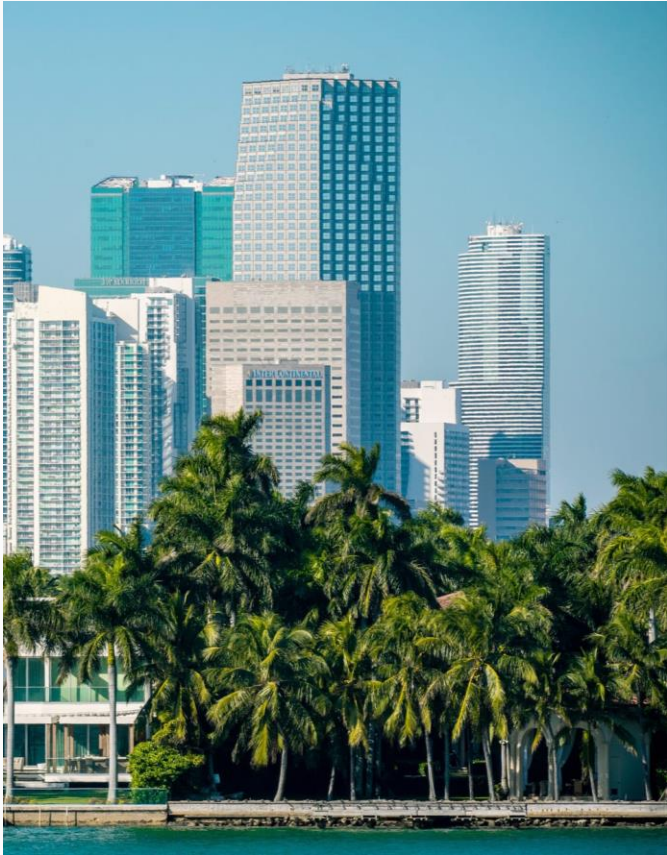
RentWise competes with agencies and property management companies offering comprehensive services, including property management and digital tools for landlords and tenants. Key direct competitors include:

- **Flatlooker:** Provides fully digital property management, handling property management, tenant search, and digital tracking for landlords. Flatlooker stands out with fully online processes for visits, lease signing, and administrative documentation.
- **Liberkeys:** Primarily focused on property sales, Liberkeys also offers rental management services, including a digital interface for tracking properties, payment reminders, and contract management. It appeals to landlords seeking simplified, digitalized management.
- **Blue:** An online property management agency handling the entire process, from tenant search to payment tracking, with a dedicated interface for landlords. Blue positions itself as a cost-effective and digital alternative to traditional agencies.

Competitive Advantages - RentWise

- **Comprehensive management:** Unlike purely digital property management apps, RentWise fully manages properties for landlords, including tenant search, visit management, and administrative follow-ups, allowing landlords to completely delegate their responsibilities.
- **Advanced automation with human support:** RentWise combines automation (payment reminders, rent tracking) with human services for property management, ensuring thorough oversight while minimizing unpaid rents.
- **All-in-one transparent interface:** RentWise's interface allows landlords to track their property management in real-time while offering the option to fully delegate logistical and tenant-related aspects.





04

Concrete details & Business model

Revenue Model

RentWise is based on a revenue model that combines basic property management and premium features, optimized by a no-code infrastructure to keep acquisition and management costs low.



Competitive management fees

RentWise charges a 4.2% fee on the monthly rent for each property under management, including tenant search, payment tracking automation, and standard administrative management.



Process automation

Thanks to no-code, the management tools are configured to automate repetitive tasks, reducing the need for manual intervention and improving operational efficiency.



Owner-exclusive access

Access to the RentWise application is reserved for property owners who have entrusted the management of their properties to RentWise, ensuring a personalized service experience.

Features

The RentWise website will be designed to efficiently convert visitors into leads through interactive tools and a no-code infrastructure for simplified management:



Property management

A simulator that allows property owners to estimate the profitability of their properties under RentWise management, taking into account management fees, rental charges, and net income.



Interactive demonstration

A presentation of the key features of the app (rent management, automation, administrative support) in the form of videos or real-life examples.



Quick contact form

An integrated, no-code-based form to facilitate owner contact and optimize conversion without requiring complex coding.

The no-code approach

The no-code approach allows RentWise to launch advanced features quickly and at a lower cost, while maintaining direct control over the quality of each process. By reducing development and management costs, RentWise can reinvest in conversion and retention tools, thus optimizing the customer experience and strengthening the platform's growth.

The team



Technology Project Manager

Responsible for the development of the application, this person coordinates the low-code development work and ensures the integration of automations.

Real Estate Management Expert

A former agency professional, this person manages the relationship with property owners and tenants, as well as the operational management.

Financial Specialist

With expertise in real estate fund management, this member structures the financial dashboard and optimizes the investment performance indicators.



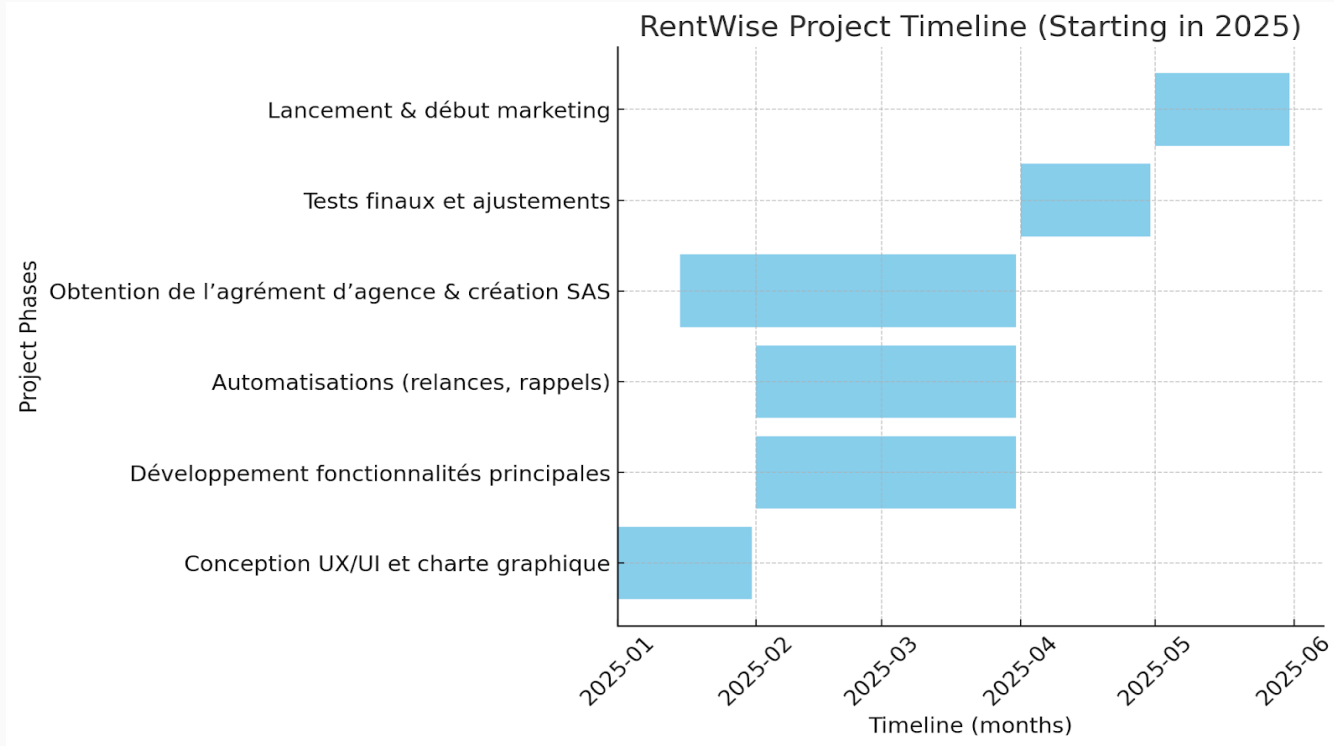
The team

Before expanding the team, these three members will assume key responsibilities. Afterward, RentWise plans to recruit for positions in sales, marketing, and property management to develop its activities.

Future plan and pricing strategy

- Scalability: RentWise plans to expand its service to major rental housing hubs in France such as Lyon, Bordeaux, and Marseille. With a low-code infrastructure and automations, RentWise is designed for rapid growth and easy adaptation to regional specifics.
- Pricing strategy:
 - Basic property management: Priced at 6% of the monthly rent, including essential services.
 - Advanced Subscription: For €20 per month, the property owner gains access to the financial dashboard and expanded dispute management.

Timeline





05

Marketing & Sales

Marketing Objectives



Position

RentWise aims to position itself as the expert solution for long-term property management, offering property owners a seamless, automated, and transparent experience that goes beyond standard services. Unlike traditional agencies often focused on sales, RentWise is exclusively dedicated to rentals, ensuring meticulous attention and follow-up on properties.



Launch

The launch offer of waived management fees for the first two months is a unique opportunity for property owners to try property management for free.

Marketing Objectives

Digital strategy

- SEO: Focus on keywords like "free property management trial," "automated rental solution," and "easy property management" to attract owners looking for a simple solution.
- Targeted Ads: Ads targeting property owners and investors in Île-de-France, highlighting the free management fee for two months and RentWise's exclusive rental management focus.
- Content marketing: Blog posts, testimonials, and case studies showcasing RentWise's benefits, with emphasis on automation, transparency, and efficiency.

Public relations and partnerships

- Agency Collaboration: Partner with real estate agencies to recommend RentWise to clients seeking rental management, with referral incentives.
- Influencer Partnerships: Work with real estate influencers who promote RentWise's transparency and innovation, sharing its launch offer.

Customer retention

- Exclusive Features: RentWise will retain users with advanced features like financial dashboards and full transaction transparency.
- Proactive Support: Offer attentive support in the first two months, combined with automations, to improve property management for owners.

RentWise focuses on ease of use, transparency, and rental specialization, meeting the needs of owners seeking dedicated service. The launch offer provides a risk-free experience, appealing to those dissatisfied with traditional agencies.

Target Audience

Individual Property Owners	Those who want simplified management with serious follow-up and wish to avoid unpaid rents through RentWise's advanced automations.
New Property Owners:	Those who are new to renting and are looking for a specialized solution to feel confident from the start.
Property Owners Disappointed with Traditional Agencies:	Those who are tired of disengaged managers, often focused on sales, and are seeking a partner exclusively dedicated to property management.
Property Management Agencies	Industry players looking for a digitalized and specialized solution to offer rental services to their clients, without the constraints of traditional management.
Real Estate Investors	Owners of multiple properties seeking a transparent platform with detailed financial tracking and the ability to maximize profitability.



05

Financial projections

Statements & Breakeven

General Assumptions

General assumptions		Operational assumptions	
Beginning of BP	2025	Average IDF monthly rent	1 022
Seed money	80 000	Yearly IDF monthly rent	12 264
Interest rate on bank cash	3%	Management fees on rents	4,2%
		Fixed entry fees/sqm	1 022
		Subscription option % on new entry	10,0%
		Subscription price per month	20
Payroll & services fees assumptions		Costs assumptions	
Nb of logistic coordinator	2	Legal cost	15 000
Payroll per year - logistic coordinator	40 000	Software development cost to be amortized	70 000
		Corporate tax	25%
Nb of commercial person	2	Marketing cost at launch	40 000
Payroll per year - commercial person	50 000	Marketing costs running	20%
Nb of asset inspection	3		
Price of 1 asset inspection	215		

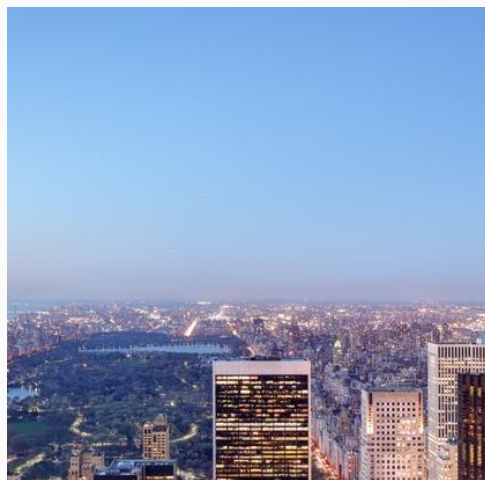
	2025	2026	2027	2028	2029
Income Statement					
REVENUE					
4,2% fees on rents	\$51 509	\$360 562	\$793 236	\$1 398 979	\$2 247 020
Fixed entry fees	\$68 133	\$408 800	\$572 320	\$801 248	\$1 121 747
Subscription option	\$200	\$1 200	\$1 680	\$2 352	\$3 293
Interests on current account		\$3 730	\$18 609	\$29 744	\$52 250
Total Revenue	\$119 842	\$774 292	\$1 385 845	\$2 232 323	\$3 424 310
COST OF SERVICES					
Asset inspection service provider	-\$64 500	-\$387 000	-\$541 800	-\$758 520	-\$1 061 928
Other direct costs					
Total Cost of Services	-\$64 500	-\$387 000	-\$541 800	-\$758 520	-\$1 061 928
GROSS PROFIT (Revenue - Cost of Services)	\$55 342	\$387 292	\$844 045	\$1 473 803	\$2 362 382
OPERATING EXPENSES					
General admin expenses					
Marketing expenses	-\$40 000	-\$77 458	-\$168 809	-\$294 761	-\$472 476
Legal costs	-\$15 000				
Payroll expense : service management section (logistic coordinator)		-\$80 000	-\$80 000	-\$80 000	-\$80 000
Payroll expense : commercial section		-\$100 000	-\$100 000	-\$100 000	-\$100 000
Total Operating Expenses	-\$55 000	-\$257 458	-\$348 809	-\$474 761	-\$652 476
EBITDA	\$342	\$129 833	\$495 236	\$999 042	\$1 709 905
Amortization of software and app	-\$14 000	-\$14 000	-\$14 000	-\$14 000	-\$14 000
Depreciation					
EBIT	-\$13 658	\$115 833	\$481 236	\$985 042	\$1 695 905
Interest expense	-\$6 000	-\$4 914	-\$3 774	-\$2 577	-\$1 320
Corporate tax	\$0	-\$28 958	-\$120 309	-\$246 261	-\$423 976
NET INCOME	-\$19 658	\$81 961	\$357 153	\$736 205	\$1 270 609

Balance sheet statement

	2025	2026	2027	2028	2029
ASSETS					
Current assets	\$124 342	\$620 303	\$991 456	\$1 741 661	\$3 026 270
Cash balance	\$124 342	\$620 303	\$991 456	\$1 741 661	\$3 026 270
Account receivables					
Inventory					
Non-current assets	\$56 000	\$42 000	\$28 000	\$14 000	0
App & Website Development	\$70 000	\$70 000	\$70 000	\$70 000	\$70 000
Cumulative amortization	-\$14 000	-\$28 000	-\$42 000	-\$56 000	-\$70 000
Other assets					
Total Assets	\$180 342	\$662 303	\$1 019 456	\$1 755 661	\$3 026 270
LIABILITIES					
Current liabilities	0	0	0	0	0
Accounts payable					
Creditors for fixed asset (short term debt)					
Accrued expenses (frais à payer)					
Taxes payable					
Non-current liabilities	\$120 000	\$120 000	\$120 000	\$120 000	\$120 000
Long term loans	\$98 283	\$75 480	\$51 537	\$26 397	\$0
Principal repayment on long terms loans	\$21 717	\$44 520	\$68 463	\$93 603	\$120 000
Shareholder's equity	\$60 342	\$542 303	\$899 456	\$1 635 661	\$2 906 270
Capital contributions	\$80 000	\$480 000	\$480 000	\$480 000	\$480 000
Retained earnings	-\$19 658	\$62 303	\$419 456	\$1 155 661	\$2 426 270
Total Liabilities & Equity	\$180 342	\$662 303	\$1 019 456	\$1 755 661	\$3 026 270

Cashflow Statement

	2025	2026	2027	2028	2029
Cash BoY	\$0	\$124 342	\$620 303	\$991 456	\$1 741 661
Equity raised	\$80 000	\$400 000	\$0	\$0	\$0
Long-term loan raised	\$120 000				
Interest paid					
Investments	-\$70 000				
Cash income	-\$5 658	\$95 961	\$371 153	\$750 205	\$1 284 609
Changes in WCR					
Cash EoY	\$124 342	\$620 303	\$991 456	\$1 741 661	\$3 026 270



**Thank
you.**

