



# Building the transaction platform for residential real estate

SODL brings the fragmented home transaction into one digital platform, from search and listing through showings, offers, transaction management, and closing.

Raising \$750K pre-seed to accelerate product development, prove repeatable transaction growth, and prepare SODL for multi-market expansion.

# Problem

Residential real estate still runs on **fragmented, manual** infrastructure.

Buying or selling a home requires dozens of steps across disconnected systems, providers, and workflows.

- Fragmented: Consumers and professionals jump between portals, emails, forms, documents, and vendors.
- Manual: Repetitive workflows still require significant human coordination.
- Expensive: Transaction costs remain high despite technology doing more of the work.

Real estate digitized the home search. **SODL is digitizing the transaction.**

# Solution

SODL brings the residential real estate transaction into one digital platform, connecting the process from listing and search through showings, offers, transaction management, and closing.



## Transactin Platform the foundation

- Seller & buyer portals
- Search, showings & offers
- Transaction management



## AI & automation the scale

- Guided digital workflows
- Brokerage operations
- Compliance & communication



## BETTER ECONOMICS the advantage

- \$3,000 flat listing fee
- Buyer commission credits
- Embedded services

One platform. One transaction. More control, less friction, better economics.

# Market

Millions of U.S. homes transact each year, creating recurring opportunities for SODL to earn platform revenue and expand revenue per transaction.

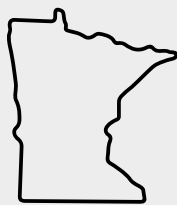


U.S. MARKET

4M+

Existing-home transactions/year

National platform opportunity



MN BEACHHEAD

92,500+

Minnesota transaction sides/year

Launch + validation market



INITIAL TARGET

~925

1% of Minnesota transaction sides

Initial scale milestone

Playbook repeats per state: one broker license + local MLS access/forms + title.

Scale comes from transaction volume, geographic expansion, and increasing revenue per transaction.

# How it works

One platform to buy or sell a home, from start to close.

## 1 · Start

Get transaction-ready

- Create your account
- Guided onboarding
- Property & party details
- Agreements & disclosures

## 2 · Search or List

Enter the market

- Search MLS listings
- Build & launch a listing
- Professional listing media
- Market data & insights

## 3 · Tour & Transact

Manage digitally

- Schedule & track showings
- Submit & review offers
- Sign documents
- Real-time transaction status

## 4 · Close

Contract to closed

- Guided milestones
- Transaction coordination
- Closing services
- One connected record

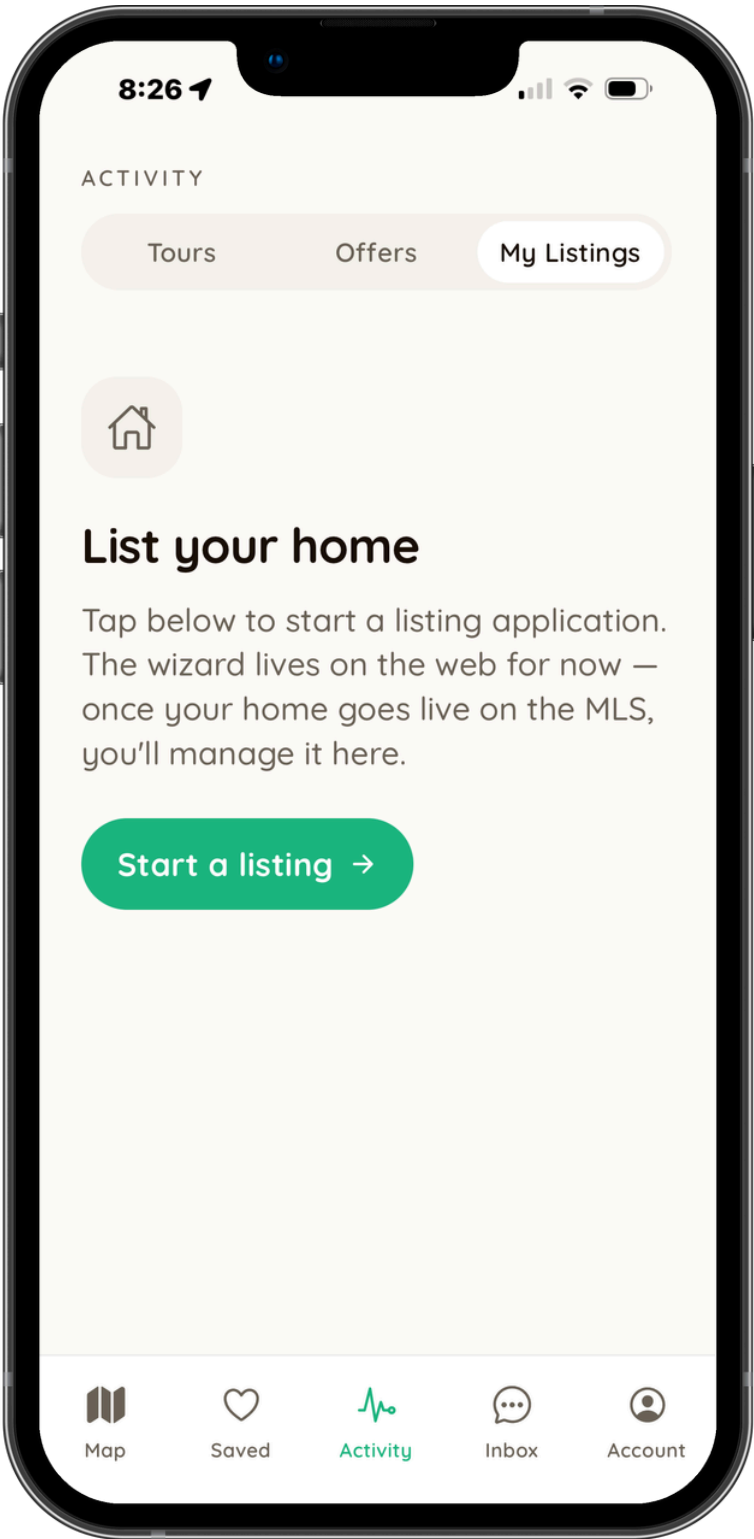
BUILT, LIVE & TRANSACTING

25+ real closings · 99.6% sale-to-list price · 5-star rated

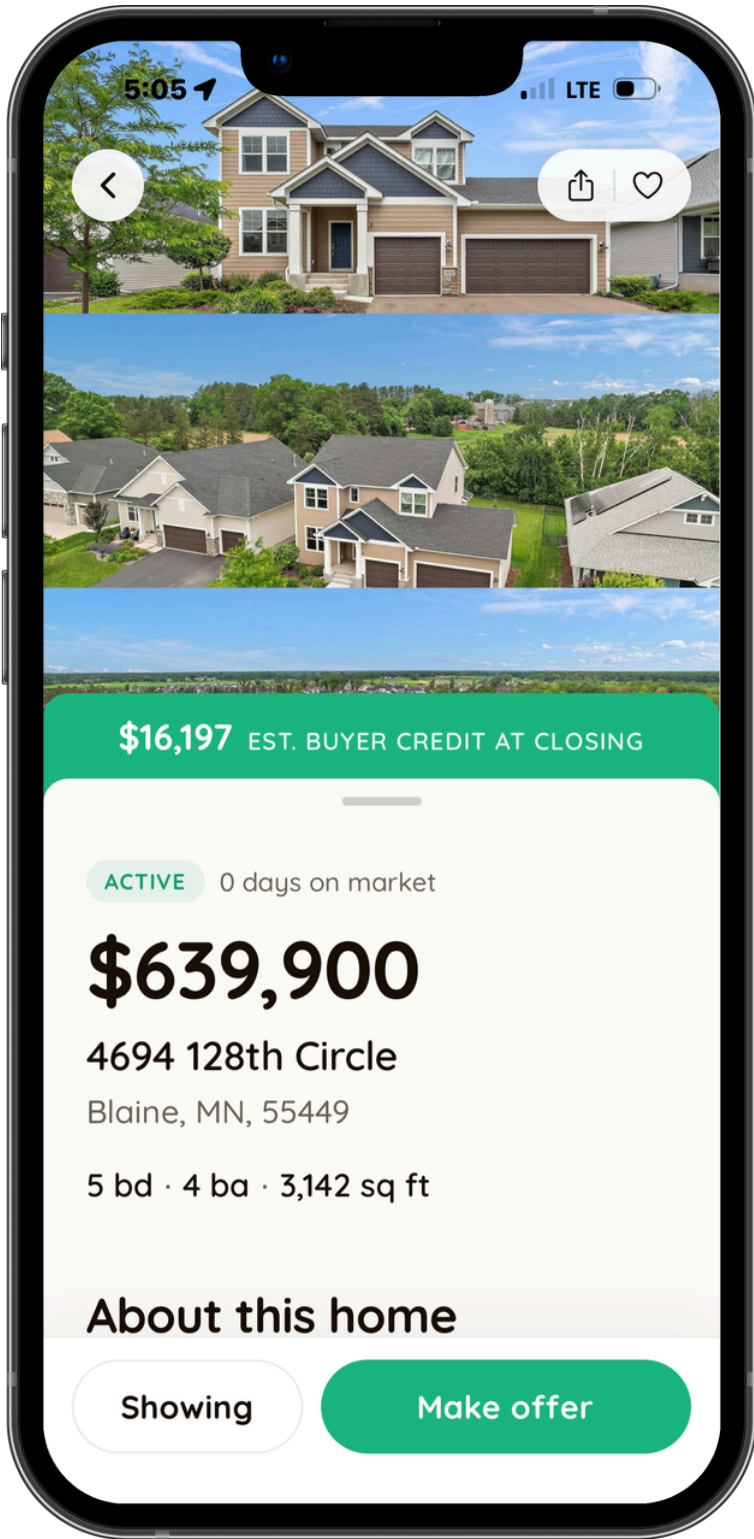
SODL replaces disconnected steps and systems with one guided transaction experience.

Product

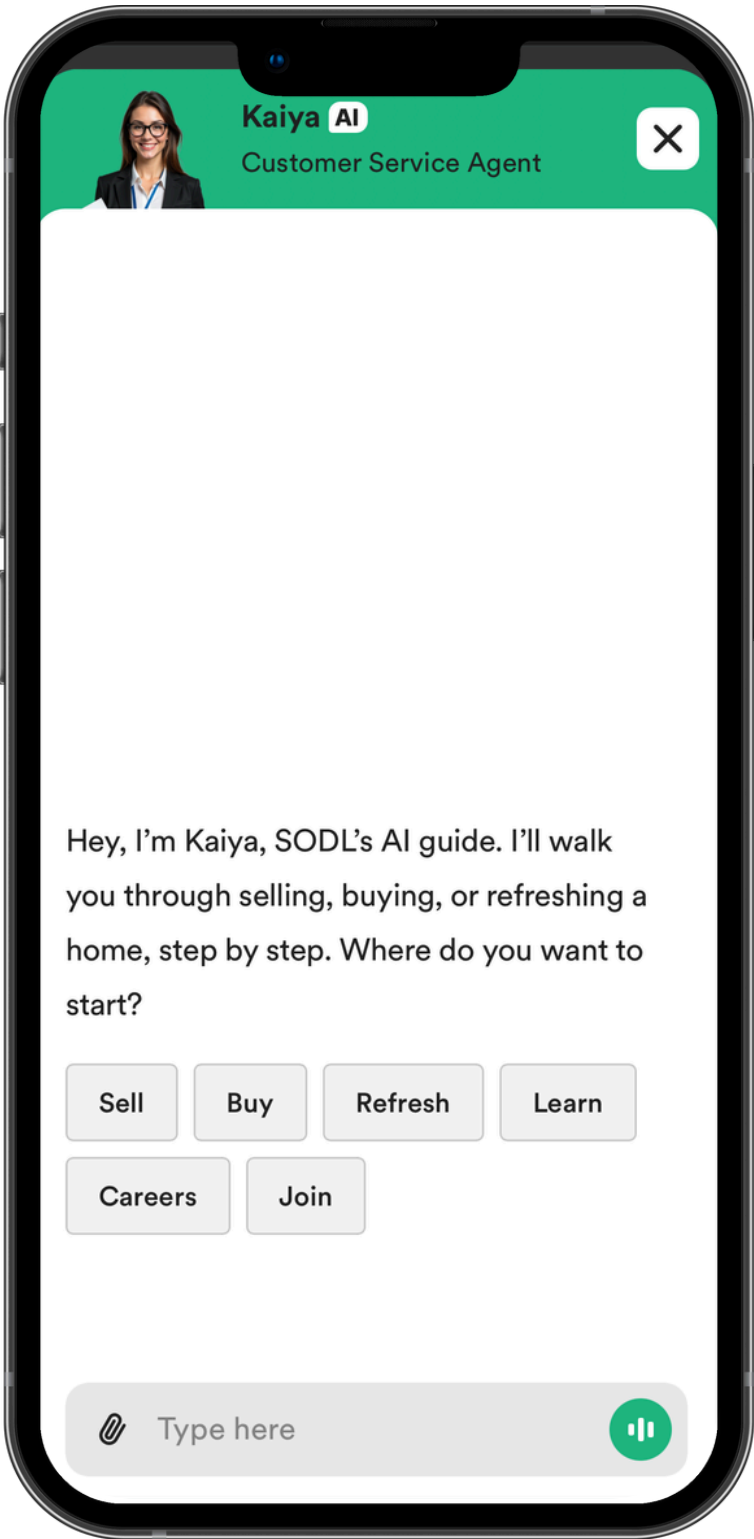
Sell



Buy



AI-powered



SODL puts the real estate transaction in the consumer's hands, with automation and guidance built into every step.

# Traction

Avg savings

**\$15,181**

Total closed

**25+**

Total savings

**\$273,252**

“**We saved over \$15,000 in commissions** while still getting full MLS exposure and professional guidance.”

Jordan Mason

“**Efficient, trustworthy, and results-driven**—we couldn’t be happier with the outcome.”

Amy Werlinger

“If you’re looking for a **modern, cost-effective** way to sell your home with **full transparency and control**, SODL is an excellent option.”

JJ O’Brien | Seller

# Competition

|                                                      | Traditional brokerages | Redfin | Opendoor | Houzeo (FSBO) | SODL |
|------------------------------------------------------|------------------------|--------|----------|---------------|------|
| End-to-end platform<br>Search to close               | ✗                      | —      | —        | —             | ✓    |
| Buy + Sell Experience<br>One platform for both sides | ✓                      | ✓      | ✗        | —             | ✓    |
| Flat-fee model<br>Keep more equity                   | ✗                      | ✗      | ✗        | ✓             | ✓    |
| Guided digital workflows<br>From offer to close      | —                      | —      | ✓        | ✓             | ✓    |
| AI-powered assistance<br>24/7 support                | ✗                      | ✗      | ✗        | —             | ✓    |

Most competitors optimize one part of the transaction.  
SODL is designed to connect the entire consumer journey on one platform.

# Founder

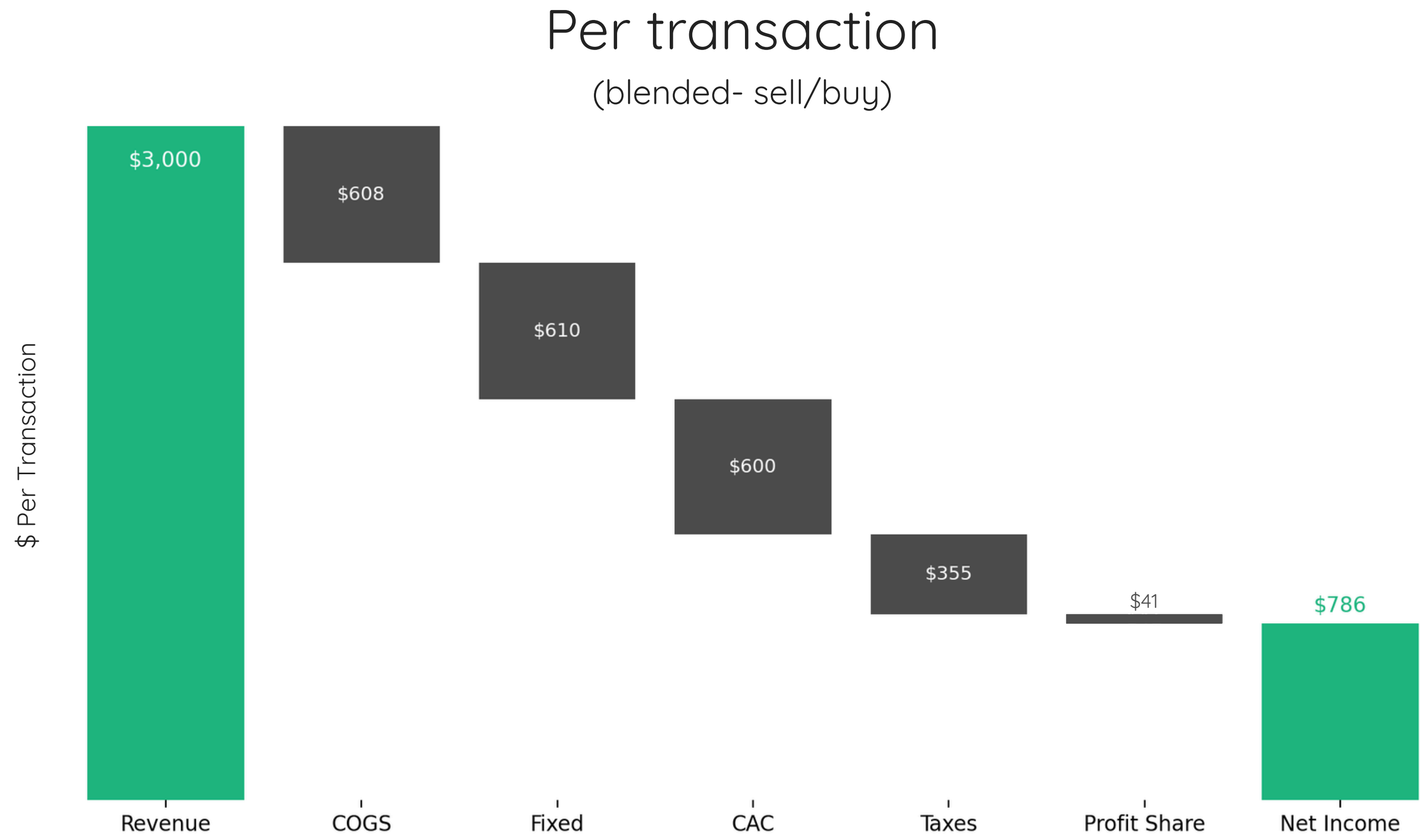
Brokerage Operations • Product Strategy • AI-Assisted Engineering • Compliance • Real Estate Transactions

## Joe Weinzetl

- 14+ years in residential real estate, licensed since 2012
- Built and operated an independent brokerage with 190 agents and ~1,100 annual transactions
- Designed SODL from firsthand experience with the inefficiencies of traditional brokerage operations
- Personally leads SODL's product architecture and development using AI-native engineering
- Took SODL from concept to a live production platform handling real transactions
- U.S. Marine Corps veteran



DOMAIN EXPERTISE • AI-NATIVE EXECUTION



Profitable core transactions. Scalable operations. Additional revenue opportunities with title services.

# Financials

Proven unit economics at scale: \$786 net per core transaction.

|                           | Year 1        | Year 2         | Year 3 (SOM)   |
|---------------------------|---------------|----------------|----------------|
| Transactions              | 150           | 400            | 925            |
| Core revenue (\$3,000/tx) | \$450K        | \$1.20M        | \$2.78M        |
| Title attached revenue    | \$18K         | \$72K          | \$222K         |
| <b>Total revenue</b>      | <b>\$468K</b> | <b>\$1.27M</b> | <b>\$3.00M</b> |
| <b>Net income</b>         | <b>\$130K</b> | <b>\$370K</b>  | <b>\$900K</b>  |

By Year 3, we will reach \$3M in revenue and \$900K in net income based on a steady \$600 CAC and 1% penetration of the Minnesota market.

Ask

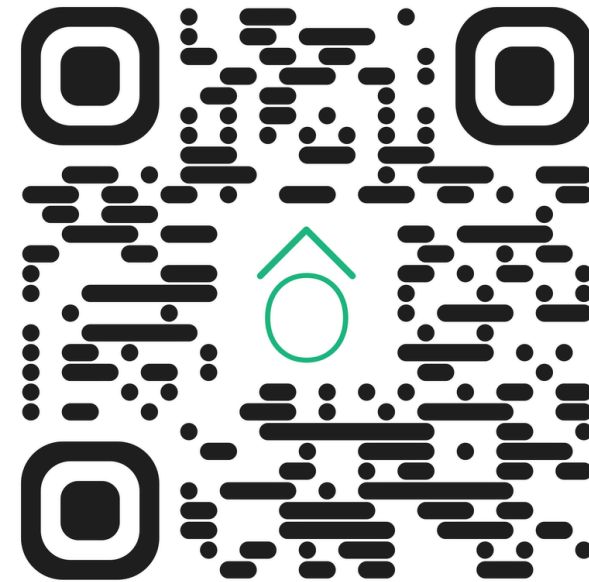
Raising \$750K to scale SODL from organic traction to a repeatable transaction engine.

|                                                                   |                                                           |                                                                        |                                                                    |
|-------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------|
| 50%   \$375K                                                      | 26%   \$195K                                              | 17%   \$130K                                                           | 7%   \$50K                                                         |
| OPERATIONS & RUNWAY                                               | GROWTH                                                    | PRODUCT & TECHNOLOGY                                                   | LEGAL, COMPLIANCE & EXPANSION                                      |
| Founder-led execution, brokerage operations & transaction support | Customer acquisition, channel testing & demand generation | Platform development, AI tooling, infrastructure & specialized support | Legal, licensing, regulatory requirements & new-market preparation |

We've established the foundation. Now we're raising the capital to complete our platform, accelerate adoption, and scale transaction volume.

The future of real estate isn't another brokerage.  
It's a better way to transact.

Connect with Joe



SODL.com • Joe@SODL.com