

# Cherre

Better Data, Better Decisions

## Mission

Seamlessly collect and connect all real estate data to empower more impactful investment decisions.

## About Cherre

Cherre is a real estate data network for investors and service providers. Our proprietary platform collects and resolves all public and private real-estate data in real-time from hundreds of sources (200M+ data points), and our wealth of exclusive, non-public data from our embedded collection platform provides unparalleled insight into asset value and viability.

## Large Addressable Market

\$3B-\$5B

Selling Today

\$200B+

Targeting 2018/2019



L.D. Salmanson  
Leadership



Ben Hizak  
Technology



Hollie Grantham  
Community



Avital Steinitz  
Data Science



## Experienced Leadership Team

We're a dedicated group of real estate and technology professionals, with a track record of successfully building and selling world class products and companies. We understand the human and data challenges that the real estate industry faces, and are dedicated to making the home buying and selling experience transparent for everyone involved.

## Growing Fast

Strong traction in core NYC market, and rapidly growing pipeline of leading industry stakeholders across the U.S. We have exclusive agreements with the top residential vendors in the U.S. and Canada, and very strong relationships with top firms across the globe to enable rapid growth. We're on track to service over 100,000 users in 2018, and could easily exceed our already ambitious targets.



Exclusive vendor to Stratus (powers Douglas Elliman, MLS Long Island, and Toronto Real Estate Board) for address resolution and all public data and public to private data sync. Serve 80,000+ users.



Exclusive vendor to the Real Estate Board of NY (MLS equivalent for all residential and commercial agents in NYC) for all public data and continuous data feed integration. Serve 30,000+ users.



Exclusive vendor to August Partners and Hudson Gateway of Realtors (Westchester and surrounding areas) for public data, continuous data feed integration, and public to private data sync. Serve 3,000+ users.



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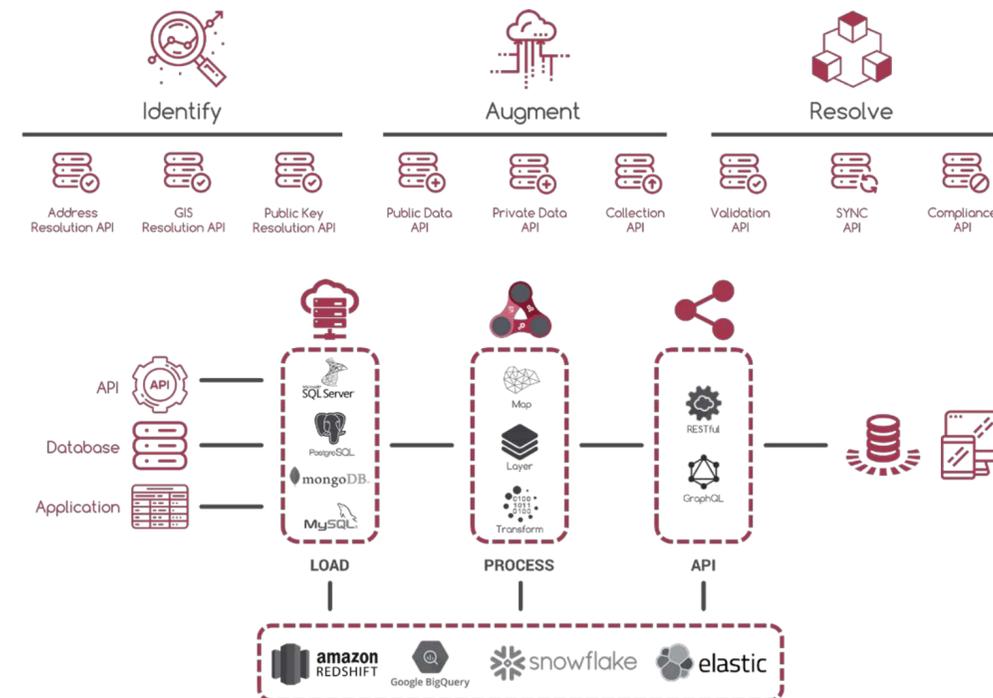
## The Challenge

Resolving and integrating siloed data is always a challenge. With real estate data, it's practically insurmountable. Real estate data sources don't "speak to each other," and reconciling and analyzing multiple, orphaned data sources is an extremely expensive and time consuming manual endeavor.

Multiple, disparate feeds from different quality sources, and incompatible data schemas and architectures, require stakeholders to manually resolve conflicts and authenticity in order to execute a transaction.

## Accurate Data

Cherre provides the most accurate reflection of existing data sources, combined with our award-winning data collection platform. By combining the best resolution of existing data sources with our proprietary data, Cherre provides the most accurate and robust real estate data available, ensuring that stakeholders have all the information necessary to evaluate a transaction.



	<b>Core Platform</b> Monthly PaaS fee to access the Cherre Core Platform allows clients to connect, resolve, and process public, private, and user-generated real estate data feeds.	<b>\$10K - \$20K</b> Per month
	<b>Core Data APIs</b> Monthly DaaS fee to access and consume the Cherre Core Data APIs, including public and private data on addresses, lots, buildings, units, listings, and more.	<b>\$10K - \$50K</b> Per month
	<b>Signal Data</b> Marketplace of 3 <sup>rd</sup> party Signal Data APIs, often available exclusively through Cherre, including private data on salary payments, search traffic, social profile, and more.	<b>\$10K - \$100K</b> Per month

## Scalable Pricing Model

Cherre offers simple Platform-as-a-Service (PaaS) and Data-as-a-Service (DaaS) models for service providers, investors, developers, and lenders. Our Core Platform allows clients to route all of their real estate (and non-real estate) APIs through our system, and in turn receive structured and normalized APIs to power both their internal and external systems.

Our Core Data and Signal Data APIs are then layered on top of the Core Platform to provide our clients with the most comprehensive and complete data available in the market.