

@Your Home Page.

Where your social feed finds your dream home.



powered by FINDING FLORIDIANS

The Future of Home Discovery: YHP

People find everything through social media—so why not their next home? **YHP turns millions of views into real estate deals**, bridging the gap between content and conversion. Built by an industry expert, it's a proven model ready to scale.

- Built by an **industry expert** who saw the gaps in real estate tech.
- Proven demand: nearly **1M+ people reached per month** with Finding Floridians.
- **Scalable model** for realtors, property managers, and investors nationwide.



The Real Estate Market is Stuck in the Past...👁️👁️

YHP fixes this. It transforms **social media engagement into real estate transactions**, bridging the gap between content and conversion.

EXISTING PLATFORMS ARE OUTDATED

Zillow, Redfin and Realtor.com
have yet to tap into where
people are shopping for
everything these days....
SOCIAL MEDIA!

REALTORS & PROPERTY MANAGERS STRUGGLE TO TURN SOCIAL ENGAGEMENT INTO LEADS.

There isn't a platform designed
to capture leads tied to real
estate, only product based
companies.

NO SYSTEM DIRECTLY CONNECTS SOCIAL MEDIA TO AVAILABLE HOMES.

Despite the turn to social media
in real estate there isn't a
platform that connects buyers or
renters to available properties.

YHP: The Link Between Social Media & Real Estate

The Subscriber:
Realtors, Property
Managers, Builders, etc.

The Home Seekers:
Rental or Buyer Leads

The Listers:
List all properties free,
rentals and for sale

Get a personalized lead-capturing
page that connects their content
to live property listings.

Convert social media traffic into
warm, ready-to-move leads.

Engage with home content on
social media and get matched to
available listings.

AI-driven matching links them to
exact or similar properties.

All properties can be listed for free,
including FSBO, off-market, rental,
and traditional listings.

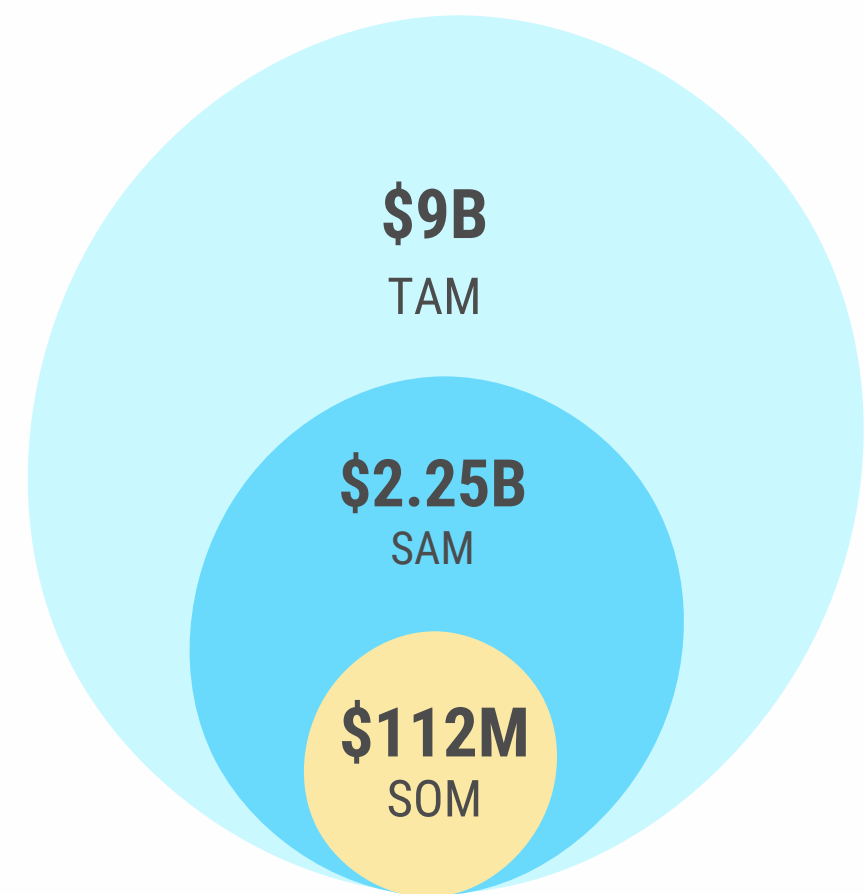
FSBO & Off-Market: Growing
rapidly, these listings now gain
exposure without MLS restrictions.



Massive Market Potential for Social-Powered Real Estate

We're building the only platform that connects this massive market to social media.

Real Estate



Total Addressable Market

- **Active Real Estate Agents:** 1.5 million
- **Growth:** 1.5% across five years
- **Median:** \$500/month spent on lead generation

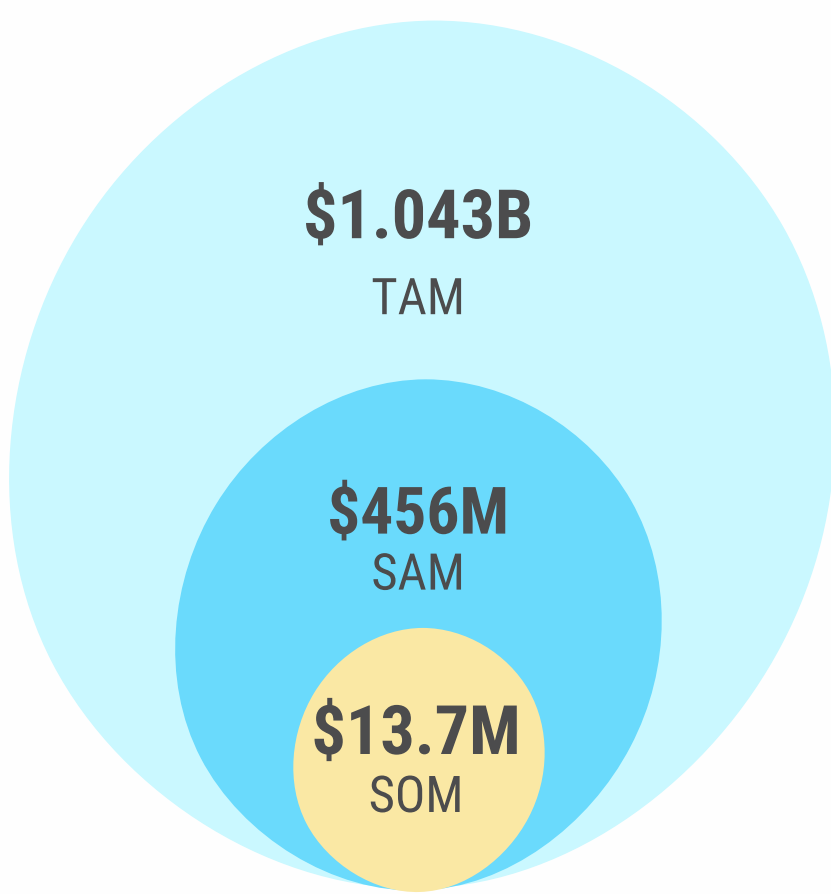
Servicable Available Market

- **Real estate agents using social media:** 1.2 million
- **Median spend on social media:** \$125 per month
- **SAM:** 25% of TAM

Servicable Obtainable Market

- **Obtainable Market:** 44,000 subscribers with \$112.3M in revenue by 2030
- **Avg transaction:** \$213 monthly per subscriber
- **SOM:** 5% of SAM

Rentals



Total Addressable Market

- **Property Management:** 326,000 companies with 45.155 million properties under management
- **Growth:** 16.7% increase
- **Median:** \$3,200 per month marketing spend

Servicable Available Market

- **PM Companies on Social Media:** 70% of companies use social media
- **Median spend:** \$2,000 per month
- **SAM:** 44% of TAM

Servicable Obtainable Market

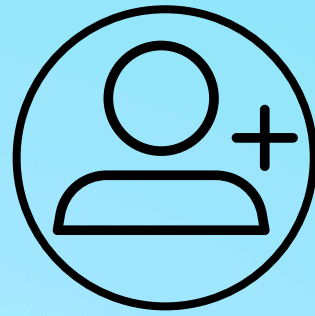
- **Obtainable Market:** over 17,000 subscribers \$13.68M in revenue by 2030
- **Avg transaction:** \$860 per subscriber
- **SOM:** 3% of SAM

What Makes YHP Different?

Unlike Zillow, Redfin, LTK, and Linktree—YHP doesn’t just list homes. It matches people to properties using AI-powered content engagement.

Features	YHP	Zillow Valued at \$12.9B	Redfin Valued at \$1.75B	LTK Valued at \$2B	Linktree Valued at \$1.3B
AI-powered property matching	✓	✗	✗	✗	✗
Converts social media traffic into real leads	✓	✗	✗	✗	✗
Video-driven discovery (Instagram, Tiktok)	✓	✗	✗	✓	✗
Custom-branded pages for subscribers	✓	✗	✗	✗	✓
Free listing access (FSBO, Off-Market, Rentals)	✓	✗	✗	✗	✗
Process Patent Pending	✓	✗	✗	✗	✗
Built for Real Estate	✓	✓	✓	✗	✗
Primarily E-Commerce Tool	✓	✗	✗	✓	✓

Business Model: Proven, Scalable, and Subscription-Driven



Subscription

**Monthly fees from realtors,
property managers, apartment
relocator, builders, etc.**

**Subscriptions range by usage and
team members from \$39 to \$2500+**



Lead Fees

**Commission on qualified renter
lead conversions.**

**Affiliate marketing model for
realtors to make commission
on sales.**

Revenue Potential: High scalability with low operational costs for strong margins.

Smart Matching. Nationwide Scaling. AI-Powered Growth.

From Launch to AI-Powered Growth: YHP is built for scale, speed, and the future of real estate.

* Phase 1: Beta Launch & Rapid National Expansion (First 3-6 Months)

- Test AI-driven property matching with multi-account format.
- Optimize **agent, property manager, and Off-Market integrations.**
- Prepare for full national rollout.

* Phase 2: Nationwide Expansion

- Scale to all major U.S. markets.
- Maximize adoption with real estate professionals.
- **Revenue acceleration via subscriptions & lead fees.**

* Phase 3: AI & Lifestyle Data Expansion

- Advanced **AI personalization & lifestyle matching.**
- More data-driven **home recommendations.**
- **Continuous innovation to maintain leadership.**



From Beta to National Market Leader in Months

STEP 1

- 3-Month Beta Testing (Regional Markets)
- Targeted launch in high-engagement regions to test adoption & refine features.
- Feedback-driven improvements before scaling nationwide.

STEP 2

- Aggressive national expansion strategy across the U.S.
- Subscriber acquisition focus: Realtors, property managers, FSBO sellers.
- High-ROI digital marketing campaign using social ads & influencer partnerships.

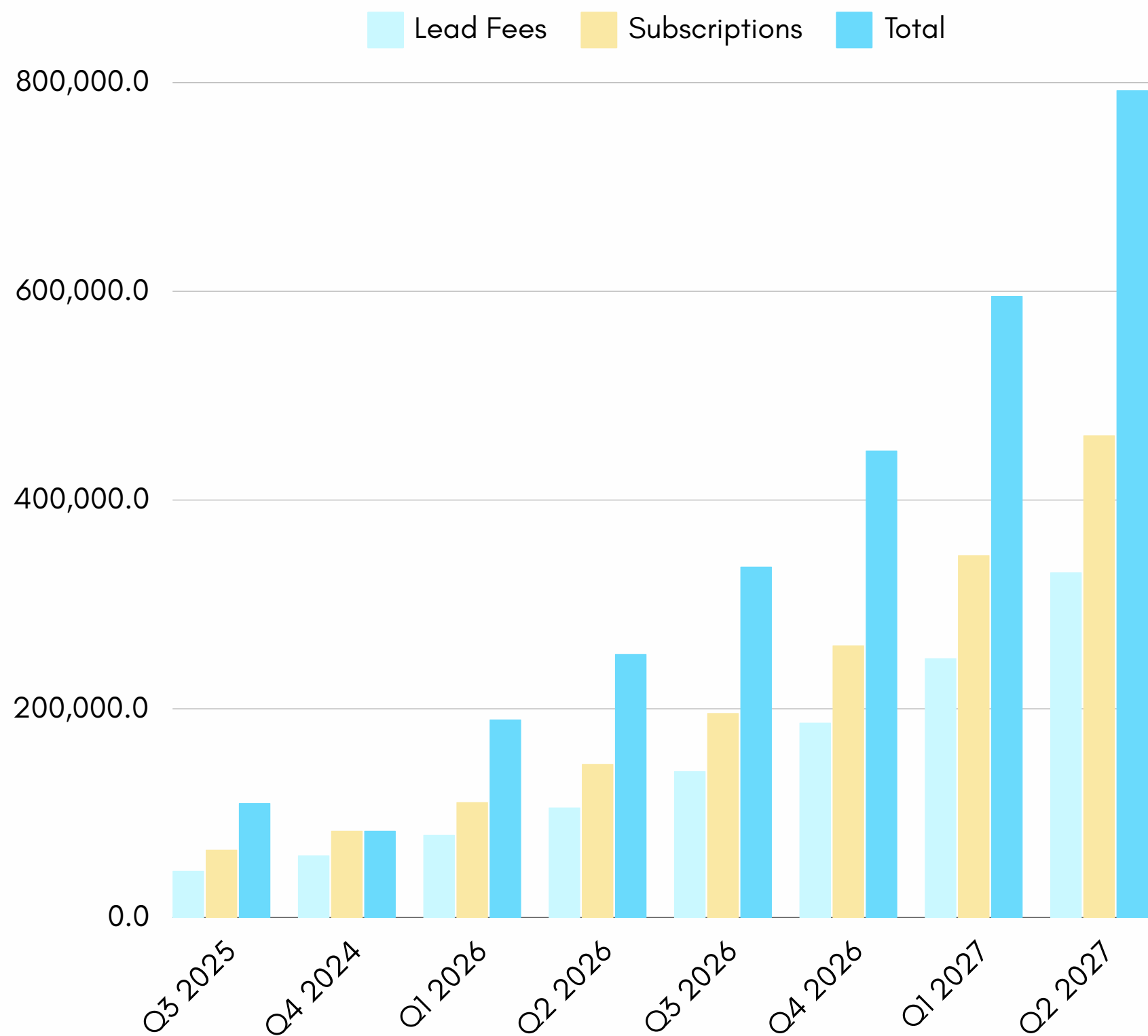
STEP 3

- AI-powered personalization to increase lead conversions.
- Lifestyle-driven home matching for hyper-personalized results.
- Continuous product innovation to maintain industry leadership.

WHY?

- Fast Market Penetration: Maximizes early adoption and industry changing opportunities.
- National Scalability: Designed for long-term growth.
- AI & Lifestyle Evolution: Future-proofs the platform.





\$400K Raise → \$2.6M Revenue in 24 Months

- **Projected Revenue:** \$2.6M in 24 months
- **Subscription Revenue:** \$1.67M (65%)
- **Rental Lead Fees:** \$1.19M (35%)
- **MoM Growth:** 10% Month-over-Month

Use of Funds



38% → Technology & Development



36% → Team & Operations



26% → Sales, Marketing & Growth

From Industry Experience to Market Innovation



Carter Long

Your Home Girl & CEO
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Social media has changed how people find homes, but the real estate industry hasn't kept up. YHP is the missing link—turning views into leads and leads into transactions. We're solving the inefficiencies I experienced firsthand, building a platform designed for how today's buyers and renters search.

- **Identified the Gaps in Real Estate Tech** – Saw firsthand how traditional platforms fail to connect social media engagement to real estate transactions.
- **Proven Success with Finding Floridians** – Built a brand that reaches 1M+ people per month looking for homes.
- **Industry Recognition** – Featured on Fox News, Daytime TV, and Tampa Bay Business Journal.

Be Part of the Future of Real Estate

The foundation is built, and the demand is proven. Now, we're **refining the technology to scale nationwide**. This is the moment to be part of a **game-changing shift in real estate—let's reshape how people find homes, together.**

INVESTMENT OPPORTUNITY

- Seeking: **\$400K Seed Round** (16% Equity)
- Company Valuation: \$2.5M
- Projected Revenue: **\$2.6M in 24 months**
- Nationwide Expansion: 3 Months After Beta

WHY INVEST NOW?

- **Proven AI Technology** → 6 months of testing on Finding Floridians; ready to scale.
- **High Market Demand** → 1M+ home seekers just in West Florida engage monthly, proving adoption potential.
- **Scalable Subscription Model** → Recurring revenue from agents, property managers, builders, and rentals.
- **Beta Testing for Multi-Account Expansion for National Release** → The new format supports different types of real estate professionals, allow nationwide roll out in 3 months.



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