

# hello

Thank you for your interest!

## COMPANY BACKGROUND

The real estate industry dedicates a significant yearly budget of approximately \$16 billion to online advertising expenses. This is nearly 60% of the overall ad spend<sup>(1)</sup>. An increasing portion of these funds are spent on today's top three real estate websites, which control over 35%<sup>(2)</sup> of the online real estate traffic. However, there is a growing community among the 1.2 million US agents who are dissatisfied with the level of service they receive from these businesses, and desire an alternative company who is on their side.

Founded by seasoned entrepreneurs, Realy launched its mobile first real estate platform in February 2014, and has since signed up nearly 4,000 agents. Realy endeavors to be the leading provider of technology services to agents and homebuyers by maintaining close customer relationships for an exceptional user experience.

1- 2013-14 REALTOR® Technology Survey Report  
2- Real Estate Advertising: 2014 outlook by Borrell, 2013.

## LOCATION

We are proudly comprised of a diverse and highly creative team, operating from three continents.

Our business operations are conducted from Realy's Alicante, Spain headquarters, as well as from a branch in San Jose, California which is managed by Melo Rajakumar, COO. Marketing and customer service operations function out of our office in Charlotte, North Carolina, and our technology development is based in the Alicante, Coimbatore and Charlotte offices.

Looking for the most exciting new advancement in real estate technology? You've found it. We're happy to discuss all of Realy's projects and products with you.

## ABOUT REALY

Realy develops mobile and online solutions to improve the presence of real estate professionals in the ever-growing mobile homesearch trend. At the same time, we provide homebuyers with a complete home search and agent discovery experience with more than 1.2 million listings displayed, boasting complete home and community information, photos, and agent contact details.

Agents can set up their mobile profiles using the Realy PRO dashboard, in a matter of minutes, at no cost. The dashboard also allows agents and brokerages to create their own branded app with with no need to have prior programming experience, purchase expensive development tools, or be tech savvy. Our unique system is straightforward, fast, user-friendly and affordable; we do all the heavy lifting for you.

Professionals and homebuyers can conveniently connect through Realy apps, which are available in all the app stores for smartphones and tablets. We are also eager to announce the upcoming release of our adaptations for wearable technology, Google Glass, Google Wear, and Apple Watch.

Launched: February, 2014

## EXECUTIVE TEAM



**Manna Justin**  
Founder and CEO

Over 15 years of experience creating and managing tech companies in US, India, Italy & Spain.



**Melo Rajakumar**  
COO

Over 20 years of successfully managing software consulting businesses in Silicon Valley.