

Dream House, Dream Prices

Propertize is the first online property auction platform in Indonesia to help people sell or buy properties quickly and at the best prices



Propertize

Problem

 **abumohammad2712** Pengalaman beli tanah lelang dari salah satu bank BUMN... Tp bermasalah, ternyata tanah sengketa! Intinya sebelum beli check dulu legalitas nya... Jgn sungkan 2 nanya ke notaris dulu untuk check status shm dll

2d 189 likes Reply

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 **jannitayanti** Tolong hati-hati apabila membeli rumah lelang dari pihak bank ya, selama pemilik rumah tidak menandatangani persetujuan lelang meskipun surat rumah ditangan bank maka tidak akan bisa dijual ke pihak ketiga, please check dahulu ke pemilik rumah sebelumnya!

2d 100 likes Reply

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Hard to sell or buy property quickly and at the best prices.



No auction platform specifically in property sector in Indonesia.



The legality of the property being auctioned is not guaranteed.

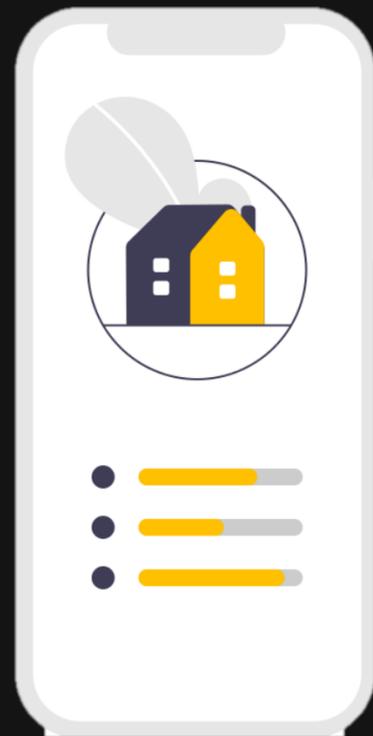


Expensive guarantee deposit of competitor's website, 20% - 50% of auction value (Source: lelang.go.id).

*Source: Instagram CNBC Indonesia

Solution

First online property auction platform in Indonesia



Easy and Efficient

to sell or buy property quickly and at the best prices for investment or personal purpose.



Legality

of the property being auctioned are guaranteed.



Guarantee

deposit requirements are very cheap, 0% - 20% of auction value.

Why Now?



Online property auction platforms are already popular in US and another country



Reduce deforestation by buying used houses through an online property auction platform

Market Size

Target Market Profile:

- 20 – 60 years old costumers
- People who already have income
- People who want to sell / buy the property quickly
- People who want to sell / buy the property at the best prices
- People who want to invest in property

○ **120.7 Million (TAM)**

Lead to middle class Indonesian.
(Source: katadata.co.id)

○ **54.2 Million (SAM)**

Middle class Indonesian.
(Source: katadata.co.id)

○ **30 Million (SOM)**

Active Users / month in Indonesian
property marketplace. (Source:
rumah.com)

Competitor



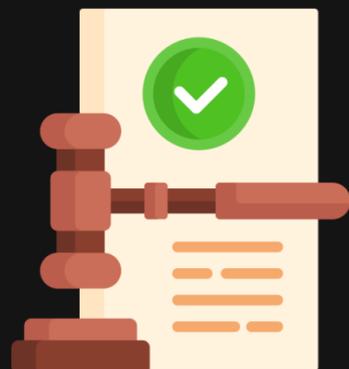
Competitive Advantages



1st auction platform
specifically in property



Everyone can sell / buy
property



The legality is guaranteed



Cheap Guarantee Deposit

Product



Payment Methods:

- KPR
- Hard Cash
- Cash Installment

Business Model

We take a 3% commission on each transaction.



**Min. 18.250
Transaction
/ Year**



**15 Million
Rupiah
/ Transaction**



**273 Billion
Rupiah
/ Year**

Marketing Strategy



Google Ads



Tiktok



Instagram



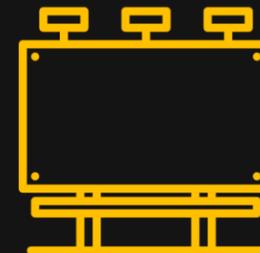
Facebook



Youtube



TV



Banner Ads



Brand Ambassador

Founding Team



Rifqi Raza Bunahri (CEO)
Startup Enthusiast



Reyhan Irza Perdana (CFO)
Financial Enthusiast



Professional CTO Team
Experienced IT