

How it Works

for Brokers, Builders and Investors

Licensing

Buying and Selling New Construction within Already Established Communities

What You'll Get...

infillRE, LLC uses licensing to provide brokers, builders and investors a differentiated means to attract both buyers and sellers of new construction within the infill redevelopment sector of residential and commercial real estate.

Who, What, Where,
How and Why



How it Works for Licensees

- Licensees use our brands, website and system as their own to attract buyers and sellers of new infill construction
- Licensees are assigned exclusive territory by zip code.
- Licensee's *exclusive* territory is password protected with access to their territory's searchable database of buyers, sellers and gain use of the proprietary listing system, intuitive brands and marketplace website.
- Licensees are notified of new buyer registrations and seller inquiries from their specific market(s) as they are received.
- The assigned licensee's contact information is in turn sent (via email) directly to newly registered buyers or sellers. Licensee's contact information is listed on the searchable [Contact Us](#) page of teardowns.com and are the search result for their assigned market(s).
- Licensees are the recipient of incoming inquiries via the prominent "[Want Help](#)" tab located on every page of the portal.
- In the event a new buyer registers to see listings from multiple markets each Licensee that has been assigned a territory in which the buyer has registered will get an alert.



Uses and Benefits for Builder/Investor Licensees

- Same as previous slide.

Additionally:

- Get a “first look” at property from seller inquiries
- Buyer registrations can be used to collect individual buyers looking to build a new home
- Not interested in the seller’s property? Give the lead to your favorite Realtor – they’ll owe you one...
- Offer unwanted sellers the option to sell on their own – you’ll share in “for sale by owner” revenue if they list
- Market your new construction directly to buyers in the market where you built – with the MLS or without
- Enhance your business

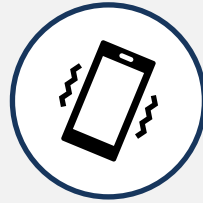
“The System”



Collects seller inquiry notifications and new buyer registrations



Upon registration new buyers and sellers receive assigned Licensee's contact info



Licensee receives new buyer and seller alerts from their assigned markets



Creates and manages listings



Disseminates new listing information to registered buyers who have indicated interest in the listing location's specific local market



Sends weekly regional inventory of listings to registered buyers within a wider local market

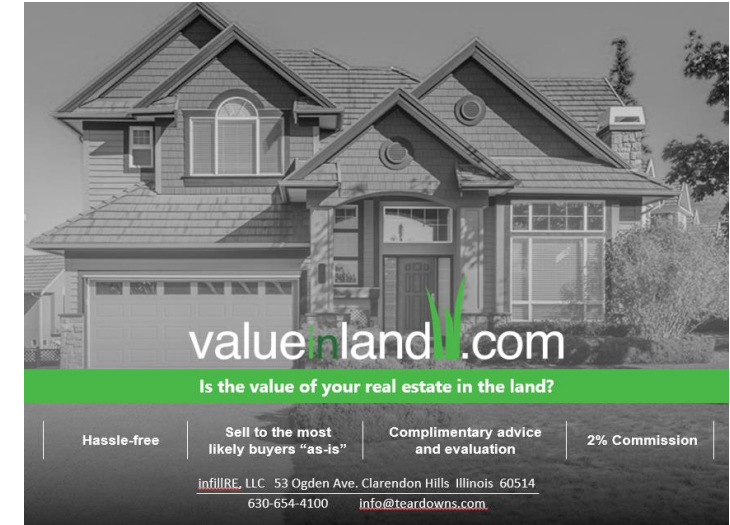


Allows for listing management by team leader, broker, manager, etc.



Exclusive database is searchable exclusively by assigned Licensee

Marketing to Sellers



Older Sellers

The demographic most likely to own a property whose value is in the land are often senior citizens and baby-boomers. Many have neglected or deferred maintenance and have homes that have not been modernized to today's buyer standards.

Traditional Marketing Tactics

These sellers are often "old school". They read the newspaper and read their (snail) mail. Because prospective clients can be identified by data and appearance, target marketing is simplified. Since most buyers only move about 13 miles from their current residence, social media like Facebook Marketplace makes for a great platform to find buyers and sellers as well.

Marketing Materials at the Ready

Sample editable postcards, signs and marketing materials are found [for Licensees](#) on [teardowns.com](#). How Licensees market "teardowns" is up to them. Our strategies are suggestions based on our experience and software's design. Licensees can use any of the Company's brands they wish.


Marketing the Business

Teardowns occur in markets where housing is unique and the economics for total redevelopment are in place or on the horizon.

Sellers in “teardown” markets with ongoing or start-up redevelopment often begin with these question(s):

- Is my property a **candidate for redevelopment**?
- Is the **value** of my property **in the land**?
- Is a builder the best buyer for my real estate?
- **Is my house a teardown?**

Licensees can use these types of questions and target consumers offering differentiated and fitting marketing, as well as buying solutions. Each local market may use different models that address their unique needs and wants. Licensees decide how to address their local consumers.



Use colorful, intuitive, recognizable, Internet-friendly and scalable brands

Offer sellers and buyers a value proposition that's fitting of the unique property type

Collect buyers through brand use – Buyers are looking for teardowns or “land-valued” property and sellers know they have them

National Coverage, SEO & Search

The Company is [nationally recognized](#) for its expertise and innovative approach to real estate transactions within the redevelopment property space. [teardowns.com](#) is a page one search return for “teardowns”. Licensees benefit from this exposure.

THE WALL STREET JOURNAL.

A Final Goodbye to a Family Home

Knowing Your Childhood Abode Is About to Be Demolished Can Be Devastating



The New York Times

The Heart of Teardown Country

By Carin Rubenstein

Teardowns undertaken by individuals have remained strong, said Brian Hickey, the founder and president of [teardowns.com](#), an Internet real estate company begun in 2001 that focuses on homes ripe for demolition. He cited a 19 percent jump in registrations for new buyers at the site in the last year.

On the other hand, he said, speculative rebuilding, in general, appears to have softened to some extent. But several pockets of extreme affluence seem impervious to any and all negative trends. For instance, speculators in Greenwich, Conn.; Bedford in Westchester County, N.Y.; and Old Westbury on Long Island are just as involved in the process as they've ever been.

CHICAGOAGENT MAGAZINE

Teardowns: An Evolution within the Housing Market

Brian Hickey, the founder of [teardowns.com](#), an online marketplace geared towards the redevelopment of properties, likes to think of teardowns as part of an “evolution not a revolution” within the housing market.

“Buyers’ preferences have changed – more buyers prefer new or like-new homes if it’s affordable for them,” Hickey said. “Even those that prefer historic structures usually appreciate them more with a new kitchen and bathroom. Old is not ‘in’.” And that demand for new clashes with the fact that 52 percent of the country’s nearly 132 million homes are between 55 and 95+ years old.

Those changes in homebuyer preferences have made the demolition of pre-existing properties more common. Hickey says that if buyers decide to tear down and start over that they should ask themselves the following questions: Is the value of the property in the structure itself, or the land? Is the functional obsolescence of the home too much to overcome? Does the home have structural problems that can only be solved by new construction?

Hickey also suggests that homeowners become familiar with their new neighborhood to determine if the immediate area can support a home that is worth more than the valuation of the pre-existing property. He advises that homeowners need to be wary of owning the most expensive house on the block.

Business Case

Founding test market: Hinsdale, Illinois 60521

16,816

population

5,488

of homes in the
community

\$1,400,000

median home value

\$225,000

median income

\$675K+

average market
price for
teardowns

1,686

of registered buyers
in 60521 database (450
Builders, 936
Individuals & 300 real
estate pros)

154

of teardown sales
via teardowns.com in
60521

\$300K - \$2MM

Range of sale prices
for teardowns sold in
60521:

The Deal

The Company is offering [licensing opportunities](#) to real estate brokers, builders and investors. The cost is \$200 per month for each assigned zip code. In an effort to simplify the offering, “think” franchise without the cost and fixed structure. Interested in controlling your farm? See if your favorite market(s) is (are) available. info@teardowns.com

Licensees share 50%/50% any ecommerce monies paid to the Company within a Licensee’s assigned territory. Those fees are paid via the Company’s PayPal account and are paid to our Licensees at end of each month. [eCommerce revenue](#) is derived from posted, and paid for, listings by users; real estate agents, builder/investors, and individuals.

The more our Licensees use the business, the better the chances that we’ll be paying you each month....not bad.

