

Settled is an all-in-one platform for landlords and tenants to source, onboard, and manage tenancies in the Irish residential rental market.

We aim to make renting easier, more transparent, and more streamlined for landlords and tenants, saving them time and effort while fostering a community of trust.

According to surveys conducted by the Residential Tenancy Board, approximately half of landlords who are planning to sell their properties say it is because it's too much hassle or takes too much time to manage them.

We aim to solve the main problems facing landlords at the various stages of their property management journey. These problems include:

- Finding reliable tenants
- Slow onboarding processes
- Time-consuming admin work
- Fragmented tenant communication
- Difficulty handling the rental regulations
- High cost of property management services

Our web and mobile app allows landlords to sign up, register their properties, and avail from

Automated tenant vetting to assist with finding reliable tenants and reduce costly vacancies

Online lease signatures and deposit collection to speed up the onboarding process

Online rent collection, financial tracking, and maintenance ticketing to accelerate repetitive admin tasks

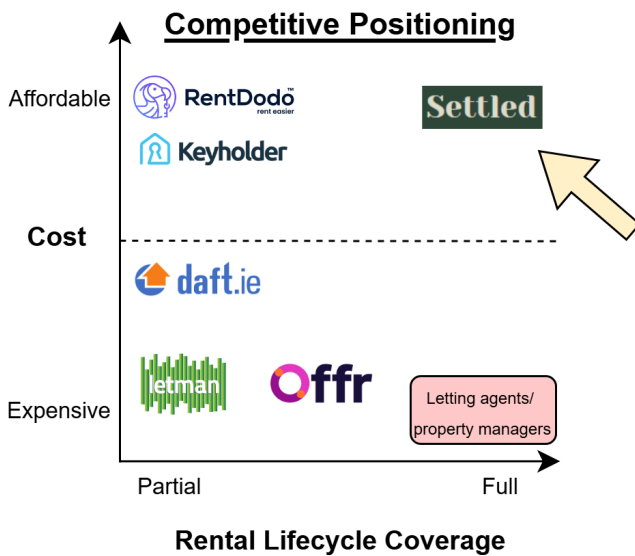
Direct in-app messaging between landlords and tenants to improve communication and tenant satisfaction

Clear compliance support such as rent pressure zone rent validation, RTB deadline reminders, and blogs to simplify the complex regulatory landscape to help landlords keep in line with rental regulations

All of these services work together to create an affordable all-in-one solution to streamline the full rental lifecycle for our landlords. Our transparent subscription-based pricing model charges a fixed fee per property, scaling with our landlords' needs.

Settled's USP is that it simplifies **each stage** of the rental process offering a single platform that adapts to the needs of landlords throughout their property management journeys.

As shown on screen, competitors only focus on partial stages of the rental process or don't offer affordable solutions for self-managing landlords.



The target users are self-managing landlords in the Irish residential rental market.

According to the RTB, there are 103 thousand private landlords with 230 thousand total private residential tenancies. Of these, 59 thousand landlords have between 1-5 rental properties, and 44 thousand don't use any property management services.

Of the landlords with between 1 and 5 properties, 87% viewed themselves as a part-time landlord meaning they have to balance their work life, **and** home life, **and** manage their properties.

By using our service, these landlords will save time and money while making their lives easier. Landlords will save money by reducing costly vacancy periods. But most of all, they will reduce the stress and time requirements of managing properties allowing them to focus on the things that matter most.

Successfully capturing small to medium-sized, self-managing landlords will allow us to build credibility and potentially upsell to larger landlords (many of which currently use letting agents)

Gaining a strong foothold in the Irish market would also allow for expansion into other EU countries since the core technology will be more or less the same.

We believe Settled is worthy of investment due to the valuable, untapped beachhead market here in Ireland. As shown on screen, the total addressable market is worth approximately 900 thousand a month on a recurring basis, or around 11 million a year. This business model has also proved successful in countries like the US, establishing confidence in the idea of bringing this to the Irish market.

# Rough Video Sketch

Stock music happy upbeat intro

The Settled logo fills the screen (Green background and gold text)

## **Fade into next**

Settled is an all-in-one platform for landlords and tenants to source, onboard, and manage tenancies in the Irish residential rental market. - **Stock footage of houses**

We aim to make renting easier, more transparent, and more streamlined for landlords and tenants, saving them time and effort while fostering a community of trust. - **People happy, shaking hands, etc**

According to surveys conducted by the Residential Tenancy Board, approximately half of landlords who are planning to sell their properties say it is because it's too much hassle or takes too much time to manage them. - **Stressed person, loads of paperwork, clocks running fast**

We aim to solve the main problems facing landlords at the various stages of their property management journey. These problems include: **(Text on screen) Blur above footage**

- Finding reliable tenants
- Slow onboarding processes
- Time-consuming admin work
- Fragmented tenant communication
- Difficulty handling the rental regulations
- High cost of property management services

Our web and mobile app allows landlords to sign up, register their properties, and avail from **(Change stock footage to happy stuff, keep blurred)**

Automated tenant vetting to assist with finding reliable tenants and reduce costly vacancies

Online lease signatures and deposit collection to speed up the onboarding process

Online rent collection, financial tracking, and maintenance ticketing to accelerate repetitive admin tasks

Direct in-app messaging between landlords and tenants to improve communication and tenant satisfaction

Clear compliance support such as rent pressure zone rent validation, RTB deadline reminders, and blogs to simplify the complex regulatory landscape to help landlords keep in line with rental regulations

**Strikethrough each problem it is solved as the solution is said. Unblur to reveal happy footage once all problems solved**

All of these services work together to create an affordable all-in-one solution to streamline the full rental lifecycle for our landlords. Our transparent subscription-based pricing model charges a fixed fee per property, scaling with our landlords' needs. **(said over an unblurred screen)**

**(Blur the screen, insert the diagram onto the screen and begin voice)**

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As shown on screen, competitors only focus on partial stages of the rental process or don't offer affordable solutions for self-managing landlords.

**(Video with lots of people)**

The target users are self-managing landlords in the Irish residential rental market.

According to the RTB, there are 103 thousand private landlords with 230 thousand total private residential tenancies. Of these, 59 thousand landlords have between 1-5 rental properties, and 44 thousand don't use any property management services.

**(Otherwise split screen 3 horizontal bars representing each segment)**

Of the landlords with between 1 and 5 properties, 87% viewed themselves as a part-time landlord meaning they have to balance their work life, **and** home life, **and** manage their properties.

By using our service, these landlords will save time and money while making their lives easier. Landlords will save money by reducing costly vacancy periods. But most of all, they will reduce the stress and time requirements of managing properties allowing them to focus on the things that matter most. **(Expand the home life section here)**

**(Video of light or similar spreading across a globe)**

Successfully capturing small to medium-sized, self-managing landlords will allow us to build credibility and potentially upsell to larger landlords (many of which currently use letting agents)

Gaining a strong foothold in the Irish market would also allow for expansion into other EU countries since the core technology will be more or less the same.

**(Blur new video of charts and market etc, show the stats overlaid)**

We believe Settled is worthy of investment due to the valuable, untapped beachhead market here in Ireland. As shown on screen, the total addressable market is worth approximately 900 thousand a month on a recurring basis, or around 11 million a year. This business model has also proved successful in countries like the US, establishing confidence in the idea of bringing this to the Irish market.

**Fade back into the Settled logo**

