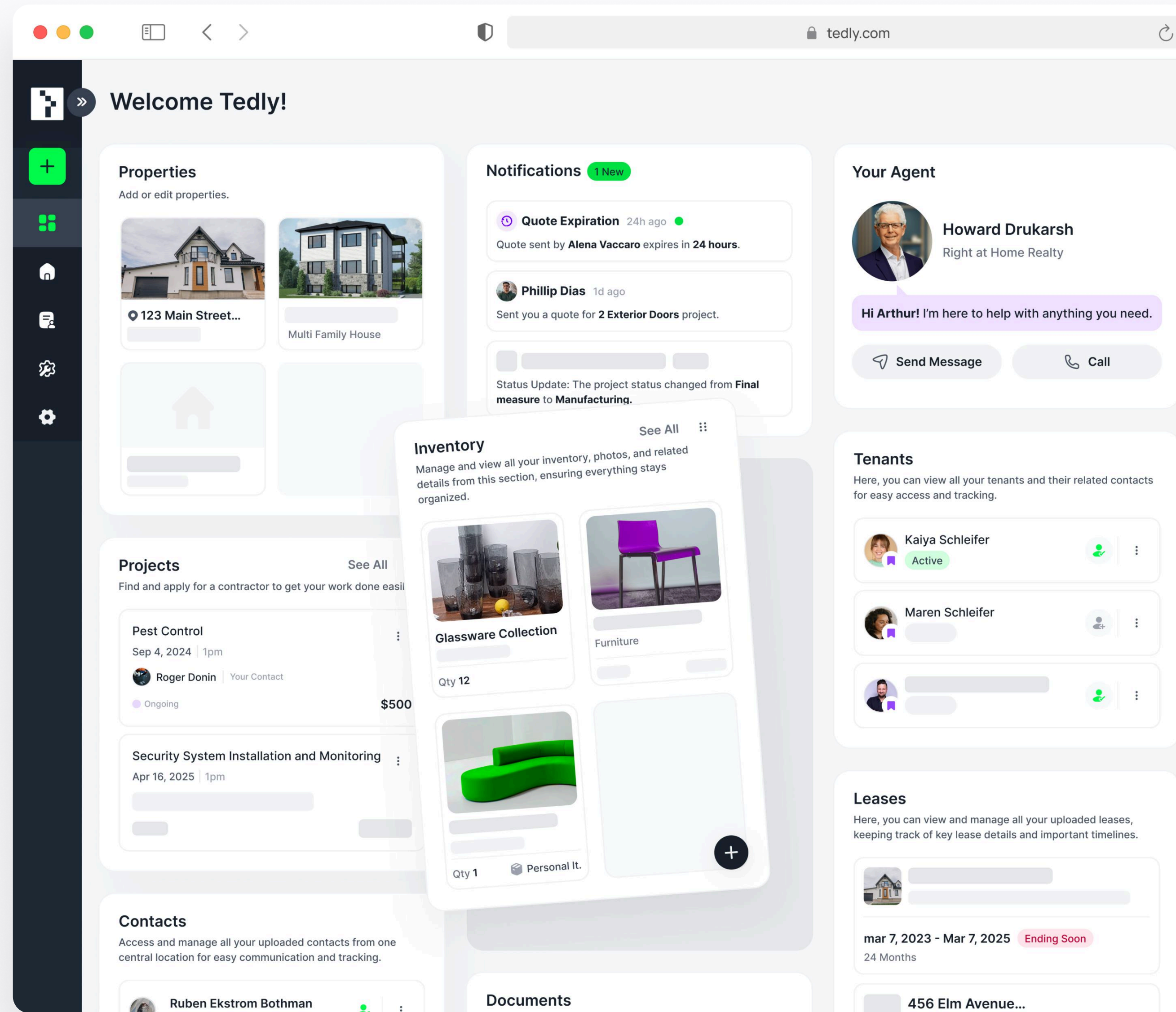


Tedly Homeowner Hub

Built to support homeowners
- designed to retain clients





Buying a home is the beginning of a new chapter — one that requires ongoing support.

After closing, homeowners face new challenges without clear guidance, while brokers move on, losing business, and referrals.

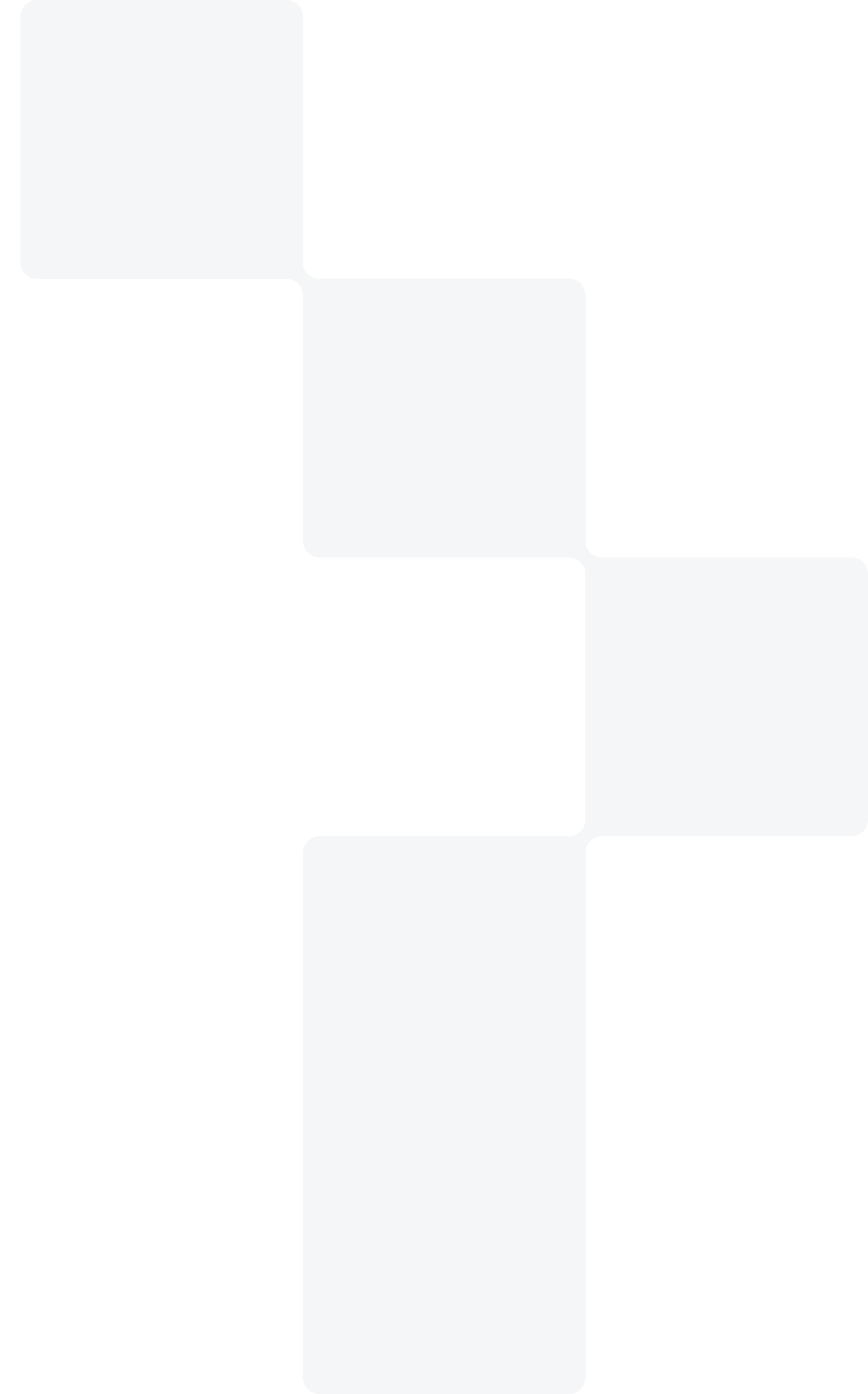
Problem

After the deal, most Homeowners are left alone & brokerages lose ~60% of client lifetime value

× No organized home information

× No system for ongoing touchpoints

× New referrals become a matter of hope - not process.



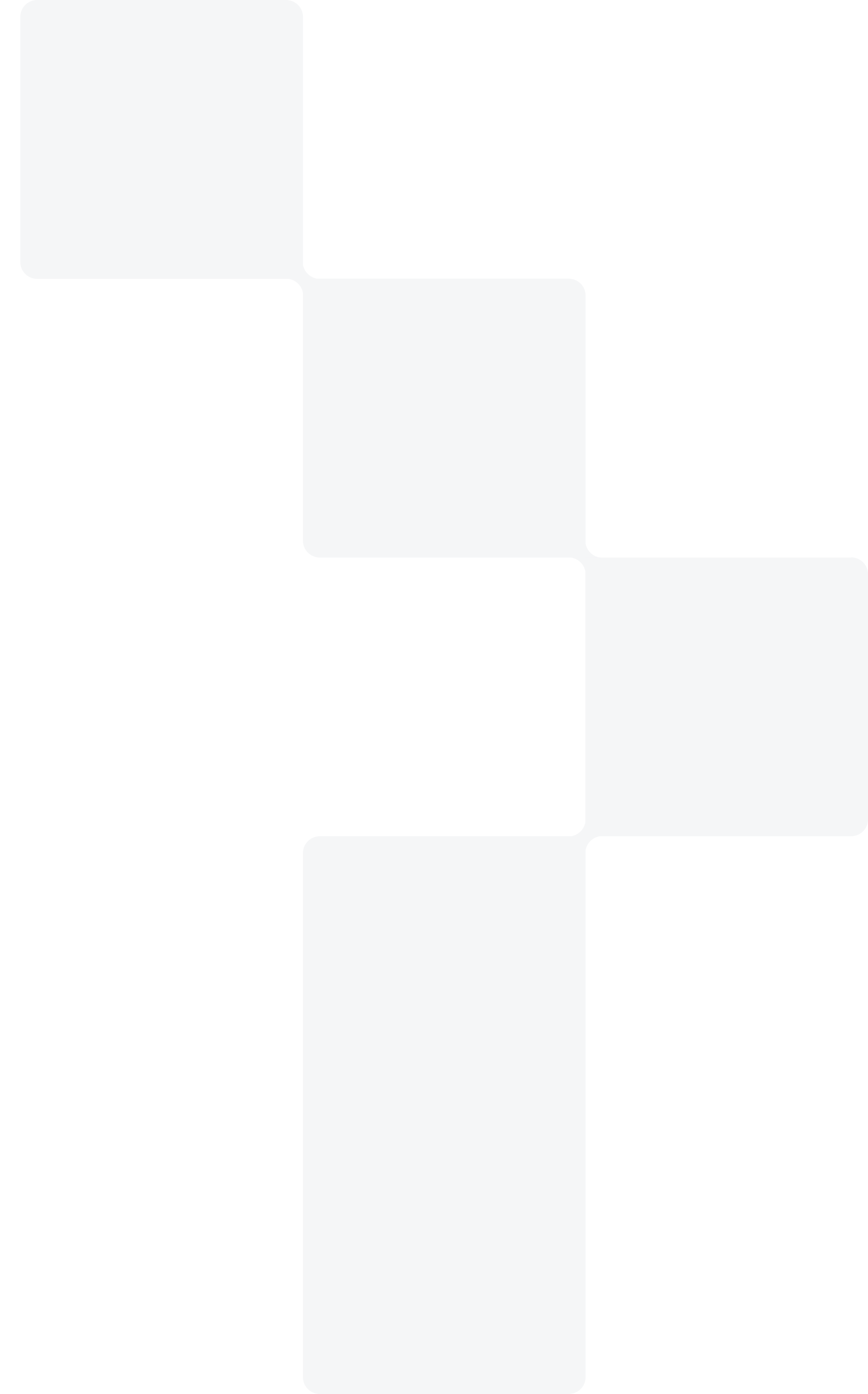
Problem

A lost client after closing costs brokerages
\$40K–\$100K+ in lifetime revenue:

× One missed repeat deal (~\$12K)

× ~2 referral opportunities lost per homeowner

× Long-term brand loyalty lost



Solution

Tedly is a digital homeowner's manual and hub - keeping homeowners supported and connected long after closing.

✓ **Higher engagement post-close**

✓ **Increased repeat usage & Improved referral rates**

✓ **Stronger loyalty to the agent and brand**

Product

Your Agent



Howard Drukarsh

Right at Home Realty

Hi Arthur! I'm here to help with anything you need.

Send Message

Call

Your Agent

the broker who gifted Tedly (always visible)

456 Oakridge Lane, Apartment 12A, Close to Pine Grove...
Single Family
Beds 2 Baths 1 Garage 1

Purchase Date
\$1,700,000

Property Details

SqFt	15,000	Land Size	25x133
------	--------	-----------	--------

Property Details

home overview and specifications

Inventory
Documents
Invoice Personal 2...

Docs, Photos & Inventory

organized in one place

Product

#R2345768
Sent: Sep 10, 2024 Emergency

Light Fixture Out In Progress

Overview

Description
The light fixture in the master bedroom is not working. Please send someone as soon as possible to take a look at it. I tried changing the bulb, but that didn't fix it.

See More

Location

Martin Lipshutz

Attachments

- Request More Info
- Send Self-Help Guide
- Assign to Myself
- Assign to Contractor
- Find a Pro

Maintenance

move-in, seasonal, and annual checklists

Recommended

Matched Contractors by TedlyAI

TedlyAI found local pros that fit your project - verified, rated, and ready to quote.

View Contractor

- Noah Bennett
4.8 (76) Website
Request Quote
- Renovo
4.8 (76) Website
Request Quote
- Liam Anderson
Not Rated Website
Request Quote

Looking for more contractors ...

Find a Pro

trusted contractors and service providers

Est. \$1,700,000

Beds 2 Baths 1

+\$20k in 2025

Kitchen upgrade

+6% value

Market Insights

home value and neighborhood trends shared by the agent

Market

Every closing becomes a **long-term relationship asset**

~**6,000** agents → strong distribution advantage

~**29,000** residential transactions annually across these agents

~**4.5 million** homes sold annually across the U.S. & Canada



US & Canada

Business Model

\$200 one-time per homeowner account

Why it works:

- Comparable to a closing gift, but valuable for years
- Keeps agents visible through real homeowner usage
- One repeat deal or referral pays back the cost many times over

Competition

This problem remains largely unsolved.



CRMs are built for agents, not homeowners



Closing tools stop at signing



Home apps are disconnected from the transaction



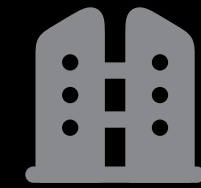
Gifting tools are one-time gestures

Tedly is the only platform that starts at closing and stays with the homeowner long-term.

How We Acquire Customers

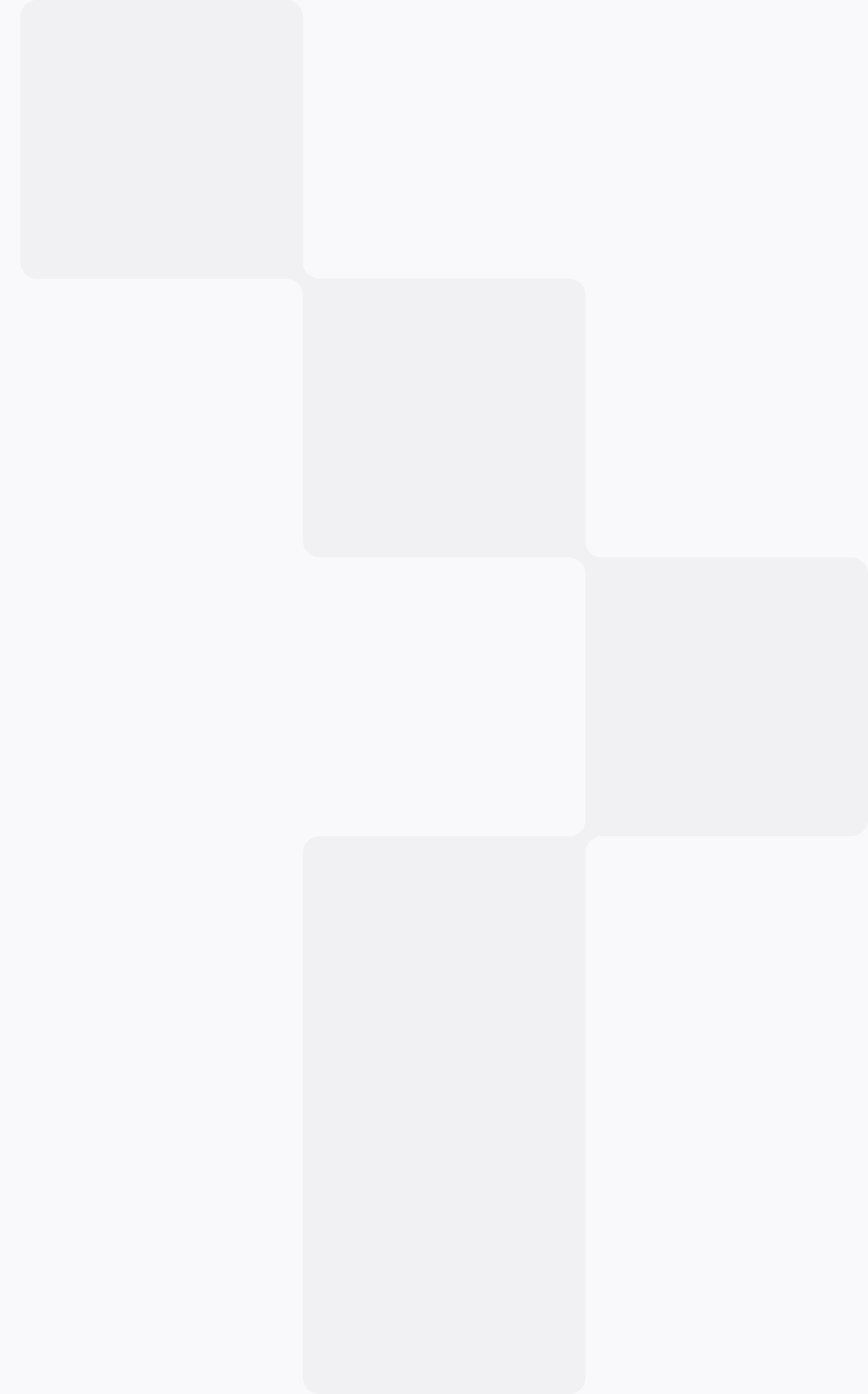


Partnerships with brokerages



Real estate conferences & associations

- Standard post-close workflow
- 30-min agent training



Team



Arthur 

CEO / Co-Founder
15 yr Real Estate Investor



Edgar 

COO / Co-Founder
10 yr Fintech Leadership



Art 

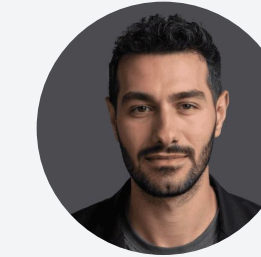
President / Co-Founder
20 yr Construction Business



Lena 

CPO / Product Leader
6 yr Product Design Expertise

Advisors



Armen 

Tech & AI / 3+ Exits, 15 Years
Startup Experience, \$1B+ Exit



Eduardo 

Property Manager
Leader of 5K+ Members Real
Estate Investors Club

Partnerships

Looking for partnerships with brokerages and agent networks to integrate Tedly into end-to-end workflows.

Partners gain:

- Clear Differentiation
- Long-Lasting Client Relationships
- Measurable Return On Investment

Contacts



Email Address
arthur@tedly.com



Phone Number
+1 647 518-9859 | Arthur (CEO)



Website
www.tedly.com

