

ANGEL ROUND · INVESTOR DECK

# REAL AGENT NETWORK LIMITED

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An AI that operates an estate agent's book better than their best team operates their best CRM, so the hours saved go back to the conversations only they can have.

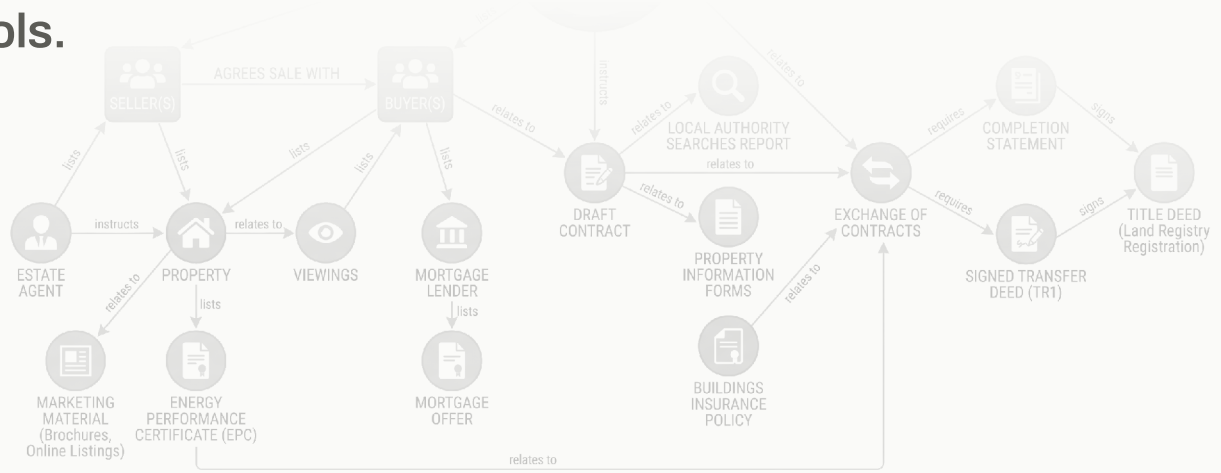
An AI-native service business led by domain experts: **Over 70 years of residential estate agency** plus **30 years of capital markets and technology**.

**Round 1, now:** £100k angel · £900k pre · £1m post · founder-led sales.

**Round 2, later:** £350k seed · £1.4m pre · £1.75m post · blitzscale.

# The operating system for UK estate agency.

Every listing, every market report, every pre-valuation, every chain-progression conversation, every supplier dispatch amplified by an AI substrate that runs on the agent's own data and federates knowledge across agents on terms the agent controls.



# 26,374 UK estate-agency businesses. £780m+ UK addressable at observed current spend, before service uplift.

## £15.5bn

UK ESTATE-AGENCY  
INDUSTRY REVENUE  
(IBISWORLD 2027 — THE  
COHORT WHOSE MARGIN WE  
LIFT)

## £280m

CURRENT SAAS-AND-TOOLS  
SPEND  
26,374 × £10.6K/BUSINESS —  
BENCHMARKED FROM  
APEX27, STREET.CO.UK,  
REAPIT/ALTO, AML  
PLATFORMS, ADJACENT

## £500m+

PORTAL-DISTRIBUTION  
SPEND  
RIGHTMOVE FY24 £425M +  
ZOOPLA + ONTHEMARKET —  
ADDRESSABLE AS THE  
BROCHURE MARKETPLACE  
BECOMES LISTING  
INFRASTRUCTURE

## + uplift

WHITE-GLOVE SERVICE WRAP  
TRAINING, DEPLOYMENT,  
CUSTOMER SUCCESS —  
ANTHROPIC-ASYMMETRIC,  
ON TOP OF THE BARE-  
SOFTWARE ACV

Business count rising at +4.5% CAGR while industry revenue falls at -1.0% CAGR is the margin-squeeze setup. RANL captures three layers: the current SaaS-tools wallet today; the portal-distribution wallet as the brochure marketplace seeds listing-network infrastructure; and a white-glove service wrap that the bare AI commodity cannot deliver. Self-employed agents (7.5x growth since 2019, ~10% share by 2030) are the cohort feeling it first and adopting fastest.

# Loop API live. eXp UK channel via the founders. 40+ EOIs from soft launch, zero paid spend.

## WEDGE · M0-M6 · ANGEL

40+ EOIs, 2 paid intents, 1 full-product meeting from soft launch with zero paid distribution. Brochure-from-listing-URL, public-by-default, viral via agent sharing.

## BEACHHEAD · M0-M9 · ANGEL

Loop CRM as first external API party. eXp UK channel via Alex (Beacons) and Adam (Muvin). Conversation-ingestion plugin compounds switching cost from day one.

## BLITZSCALE · M9+ · SEED

Every UK property CRM integrated. Full UK agent base, lettings vertical launch, brochure marketplace and service-provider directory monetisation.

**Partners.** Loop CRM · Magnetic BD · Kerfuffle · eXp UK · BackleyBlack & Real Agency Club.

# CRM-agnostic AI substrate on the agent's own hardware. An AI-native service business.

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Wraps Claude Code, runs on the agent's own data and conversation archive, organises everything as an ontological graph. Customers pay Anthropic directly; RANL's marginal cost is the service layer (training, support, white-glove) that grows more valuable as AI commoditises. Already operational.

## SUBSTRATE MOAT

Every customer's full operating history runs through an ontological-graph substrate. The longer the agent has been operating, the more valuable the moat.

## CONVERSATION-INGESTION LOCK-IN

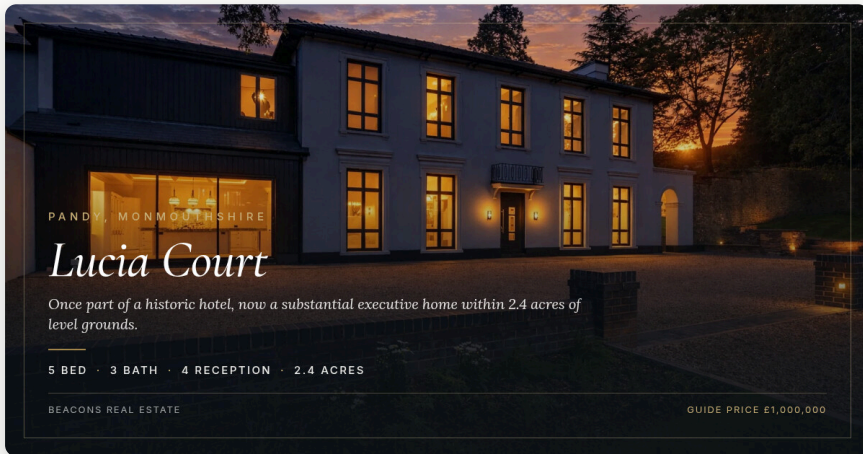
Single repo for inbound comms across calls, WhatsApp, SMS, email, and in-person notes. Substrate-to-substrate ontology translation has no equivalent at incumbents.

## ANTHROPIC ASYMMETRIC CAPTURE

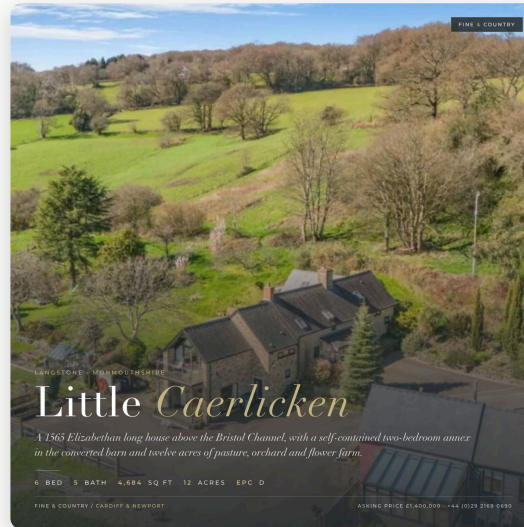
Every Anthropic improvement is incremental for RANL. Anthropic cannot demolish Claude Code's subscription benefit without nuking their own developer base.

# Over 40 brochures, microsites and social sets already shipped.

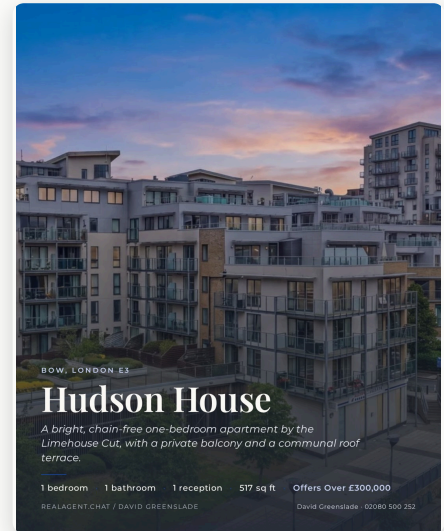
Each one from a single live listing URL: a 16-page brochure, a microsite, nine social tiles in three aspect ratios, paste-ready captions. **One Raspberry Pi, one solo operator**, in the time it takes the agent to drive to the next valuation. Three tiles below are from one of those 40+ listings; the full portfolio lives at [realagent.chat/sites/portfolio/](https://realagent.chat/sites/portfolio/).



LANDSCAPE · 1200 × 628 (FACEBOOK, LINKEDIN, X)



SQUARE · 1200 × 1200 (INSTAGRAM FEED)



PORTRAIT · 1080 × 1350 (INSTAGRAM, REELS)

# Three failing categories. RANL is CRM-agnostic, data-sovereign, Anthropic-aligned, and already operational where the loudest competitor lands in December.

CATEGORY

STRUCTURAL DEFECT EVERY PLAYER SHARES

**Cloud-CRM + bolted AI**

Loop · Reapit · Alto · Street · Acquaint

AI runs inside the vendor's CRM on vendor-owned data; agent's data sovereignty does not exist.

**Anthropic horizontal AI**

Claude for SMBs · Cowork · Code in Claude Desktop

Inaccessible to the non-tech-wizard agent; field-tested by a VA on Code-in-Desktop, failed at first use.

**New-build cloud-SaaS AI-OS**

Iceberg Digital ("Singularity", Dec 2026)

"AI OS" only works if the agent migrates off their existing CRM onto Iceberg.

**The inversion.** RANL is CRM-agnostic, data-sovereign, Anthropic-aligned, and already operational where the loudest competitor lands in December.

# 70+ years residential estate agency + 30 years capital markets and technology. Domain experts, network-rich, AI-native.



CTO · 22.41%

## Joel Smalley

**30 years capital markets & technology.**  
JPMorgan · CIBC (head of global convert arb ex-US) · Tullett Prebon · Supermoney CIO. Founder of Maxy. MBA Rotman.



COO · 22.41%

## Adam Mackay

**33 years residential estate agency.** Pestell & Co · Mackay Property Group MD · Brokerage Director, Muvin/eXp. Co-founder, Real Agency Club.



DIRECTOR · 18.00%

## Alex Pelosi-Buchanan

**15 years residential estate agency** in Monmouthshire & South Wales. Founded Beacons Real Estate eXp; **2x eXp UK Capper**; Best Newcomer + Video 2024.



PARTNER · 13.65%

## Jamie Fisher

**25 years residential estate agency.** Hamilton Piers · Bradford & Bingley · Taylors Branch Manager · Taylor Milburn Director. Owner, Muvin Property.

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**BackleyBlack (8.75% strategic shareholder).** Roger Black MBE (Olympian, eXp UK Ambassador, Real Agency Club co-founder) and Steve Backley OBE (Olympian 1992–2009 BOA, BBC Athletics Commentator since 2005, author of *The Champion In All Of Us* and *iPerform*). BackleyBlack LLP since October 2009.

# £100k angel now for 10% at £1m post. £350k seed later for blitzscale. IP transfers at first close.

## £100k

ROUND 1 ANGEL NOW · 10% ·  
£1M POST

## £350k

ROUND 2 SEED LATER · 20% ·  
£1.75M POST

## £720k

M12 CLOSING ARR (SEED-  
FUNDED YEAR)

## M12

BREAK-EVEN ON SEED-  
FUNDED BURN

ROUND 2 SEED · USE OF FUNDS · THE £350K BLITZSCALE BUDGET OVER 9 MONTHS; YEAR-1 REVENUE COVERS THE BALANCE

BUCKET	DETAIL	£
Founder salaries	Joel (CTO) + Adam (COO), 9 months gross + payroll	315,000
Customer-success hire	M0 onwards, full year — onboarding, retention, high-touch	54,000
Engineer hire	M3 onwards, partial year — forward deployment + support	32,000
Marketing & GTM	Magnetic BD prospecting £15–20k, brochure paid distribution, EA Masters, Kerfuffle, founder travel	36,000
Professional services	Accounting, legal counsel retainer, IP deed, term sheet, insurance (PI / public / cyber / D&O)	42,000
Capex M0	Dev server, founder hardware, Pi inventory, networking, office setup — one-off	34,000
Office, ops, contingency	Broadband, utilities, working capital, contingency	30,000
<b>Total opex (9 months)</b>		<b>£543,000</b>

The £100k angel funds founder-led sales now on a lean burn. This £350k seed budget funds the blitzscale year: opex exceeds the raise by design, with Year-1 revenue (£356k) plugging the gap. Cash low ≈£5k at M11; MRR crosses burn at M12.

# Angel funds the first nine months. Loop integration. 40+ EOIs converted.

## Seed (Round 2) closes when MRR £44–£50k.

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M 0	M 3	M 6	M 9 TO M 10	M 12
Angel round (Round 1) closes. IP deed executed. Founders selling. Lean capex.	~10 paying customers. Preval product shipped. <b>MRR ~£9k.</b>	Wedge phase complete. Brochure flywheel proven. Preval pilot live. <b>MRR ~£24k.</b>	Loop integration live. <b>Seed (Round 2) closes (£350k)</b> on MRR run-rate ~£44–£50k.	<b>Break-even</b> at MRR £60k vs burn £56k. Closing ARR <b>£720k.</b> The seed funds Blitzscale.

THANK YOU

# Let's build the operating system for UK estate agency together.

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The agent behind the agent. AI that works your data on your terms, so your time goes back to the people who pay you.

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