

# HOMEFY

**"A system for aggregating data from the primary real estate market using a sales assistant based on artificial intelligence algorithms with an advanced tool for analyzing customers' emotional housing preferences."**

POLISH AGENCY FOR ENTERPRISE DEVELOPMENT  
"DEVELOPMENT OF START-UPS IN EASTERN POLAND" FUNDING





# Problem

What problems do we solve?

## DEVELOPERS

Developers have a problem with targeting potential real estate buyers in terms of their emotional housing preferences. Real estate offers are skipped because they do not match the search criteria or user requirements.

## CLIENTS

Clients have a problem with reaching the right real estate offers and choosing them in terms of individual preferences, needs, lifestyle and non-standard expectations. Thus, they have difficulty in making a favorable purchasing decision.





# Solution

## What do we create?

**Homefy is a specialized platform that allows you to personalize real estate offers by selecting offers that match the expectations of an individual user.**

- We provide developers with support in the effective sale of real estate, and we facilitate access to the investment database for individual clients, verification of their emotional housing preferences and quick selection and search.
- We take into account a number of "community" features and customer expectations that go beyond the traditional forms of flat and house sale ads.



# Our filters

We used advanced real estate targeting based on useful filters:



SCHOOL



HOSPITAL



POLICE



OFFICE



POST OFFICE



SHOPPING MALL



PETROL STATION



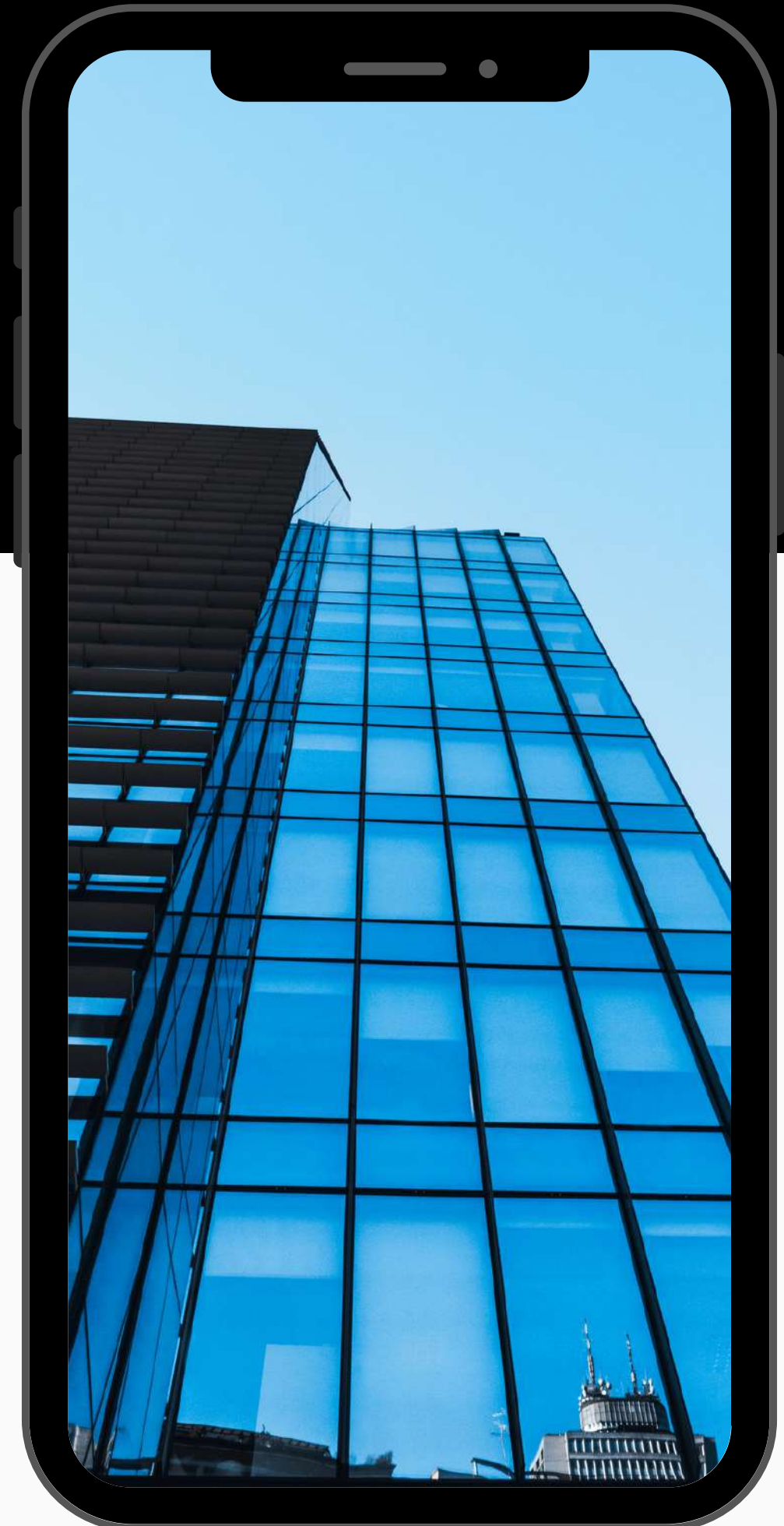
TRAIN STATION



UNDERGROUND



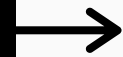
AIRPORT



# Unique algorithms

## How does it work

For a given offer, information about its location is collected

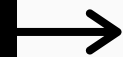


On this basis, the algorithm builds heat maps of the area



An offer profile is created based on the data and heat maps of the area

Based on the questions, the AI Assistant creates a customer profile



The customer selects filters to narrow down the search results

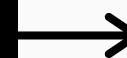


A complete customer profile is created, including their preferences

The algorithm matches the profile of the offer to the profile of the customer

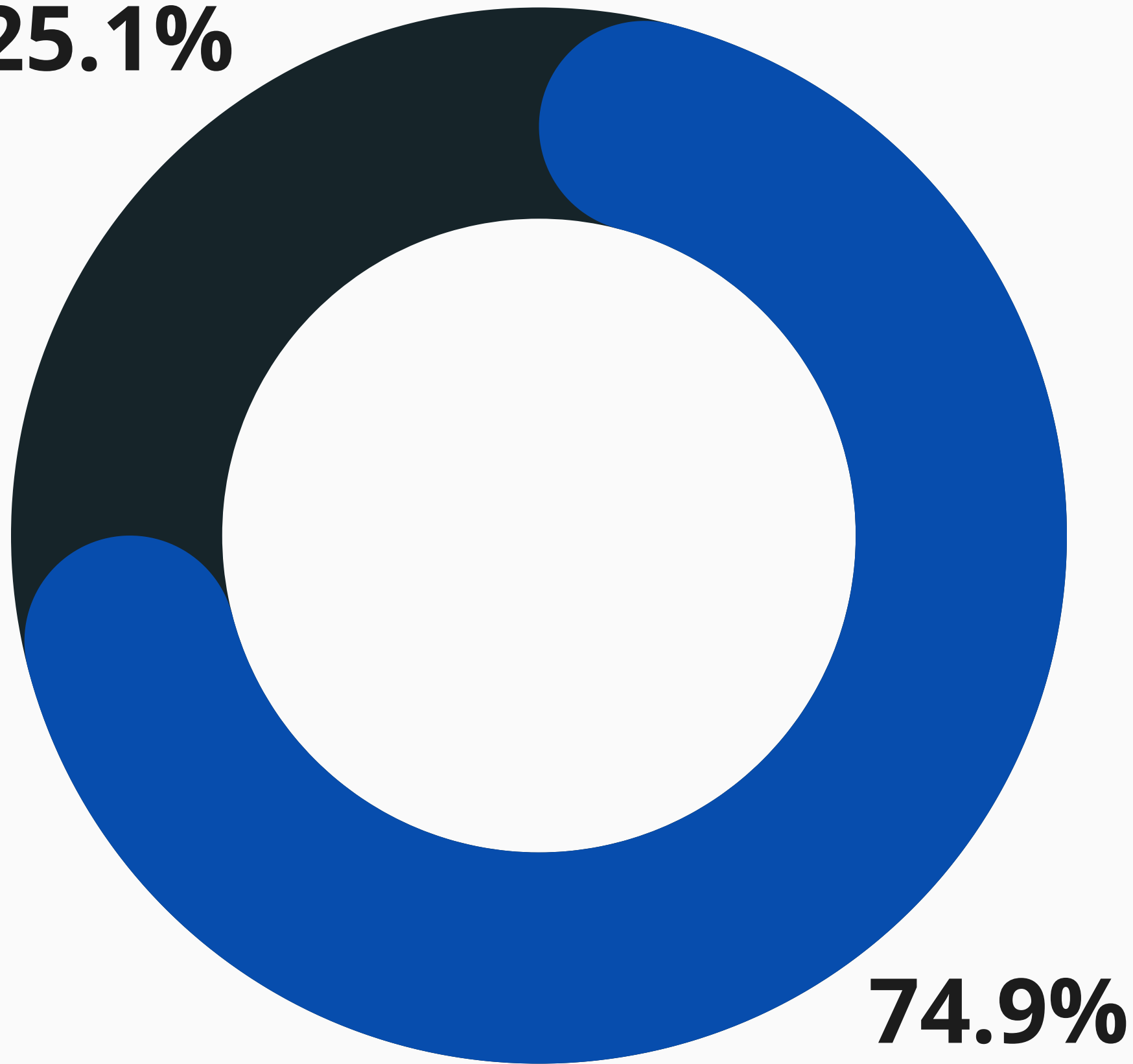


The client receives results tailored to his preferences



The customer selects the offer and makes contact with the developer

25.1%



74.9%

## BioStat research

### What do potential users say?

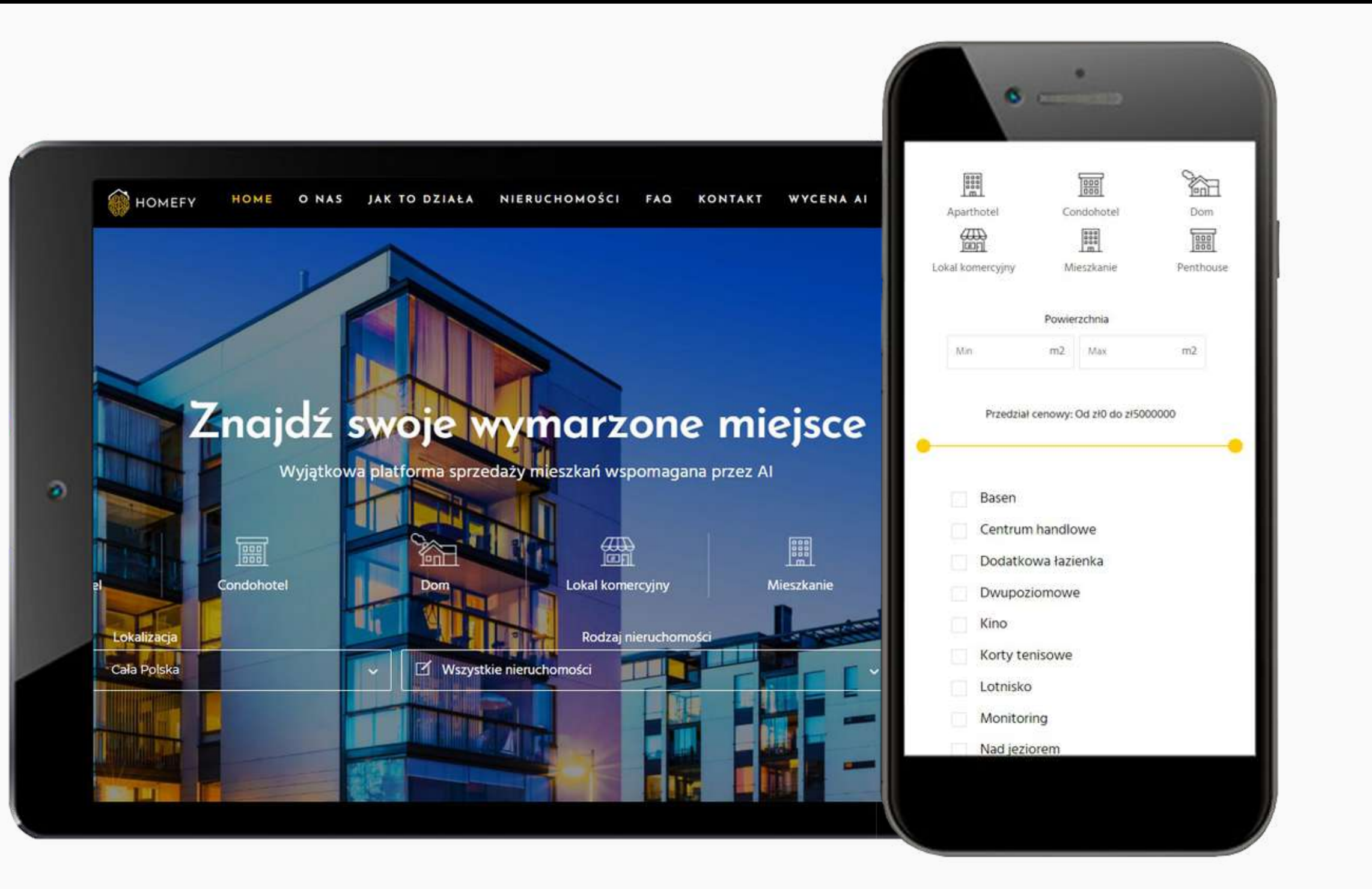
74.9% of respondents believe that artificial intelligence that would analyze emotional housing preferences could be useful in real estate purchases.

Source: Survey research  
BioStat Research and Development Center  
for Homefy sp. z o.o.



# Our product

## What are the values for users?



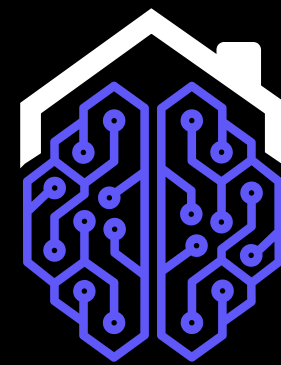
- We provide a smart platform supporting the automation of pre-sales process from the primary market with an advanced search engine and a specialized application with an intuitive dashboard and an extensive preferences analysis system.
- We create a comprehensive communication space connecting clients with the developer.
- Our database will include the latest residential and commercial offers: flats, luxury high-standard apartments, houses, residences, commercial premises, as well as holiday and year-round apartments in aparthotels and condo hotels.





**Thank you for your  
attention**

**Feel free to contact us!**



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