mortgages+

The next level of home finance.

One consented homeowner. Twenty-four high-value markets. A real-time partner marketplace that is already built, paid for and live.

Investor presentation · November 2026 **Seed round: $1,000,000** **$7.50M pre-money · $8.50M post**

A QUUICK Private Cloud solution · Powered by R0cketShip

THE OPPORTUNITY IN ONE LINE

A Ferrari on the racetrack, waiting for fuel.

$750K

Money, time, energy and effort already invested

Incl. $220,000 cash for the technology: paid [127]

204

Live, indexed pages

24 niche silos, 16 calculators, reverse-mortgage hub, partner + homeowner guides

24

Markets on one platform

Each lead is auctioned once per category, exclusively

$15.9M

Month-36 revenue run-rate

Forward-looking estimate, base case at 10,000 leads/month

Built. Consumer funnels, consent, CRM, call desk, partner portal, real-time bidding, wallet and ledger: live at mortgages.plus.

Paid. Technology, setup and operations are paid. The raise goes to fuel (paid leads) and rounding out the team, not to building.

Backed. Two very large companies as benefactors, incl. a global top-60 insurer, and a Fortune 100 company prepared to contract in Q1 (company statements).

THE PROBLEM

Every mortgage sets off a chain of purchases. Nobody owns the moment.

$12,209

Cost to originate one loan at an independent lender, ~60% of it sales cost

MBA / STRATMOR 2025 [29]

$1.2K–$10K+

What lenders already pay per funded loan through lead vendors

LeadPops 2026 [31]

5.3M

US mortgages forecast for 2026 (~$2.1T)

MBA, Oct 2026 [25]

4.06M

Existing homes sold in 2025, plus 679K new homes

NAR; Census/HUD via NAHB [28, 44]

Homeowners get passed around: shared leads sold to five lenders at once, then a flood of calls from title, insurance, movers and warranty firms who all bought the same name separately.

Lenders pay thousands per funded loan for traffic they don't own, and see none of the value created after closing.

The 22 businesses around the loan (insurance, title, inspection, moving, security, solar, advisors, senior care…) each buy the same homeowner moment through a different channel, at a different price, with no shared consent.

The gap: one trusted, consented homeowner relationship, sold *once per category*, exclusively, to the partner who values it most.

THE SOLUTION

One-for-many: one homeowner, one consent, up to 24 exclusive sales.

Mortgages+ is the homeowner's front door for the loan and everything connected to it. Each verified request is auctioned in real time, once per category, to the highest funded partner bid. One build serves every market.



1 homeowner

Calculators → pre-approval → text-code consent (TCPA) → verified

→

Mortgage lenders & brokers	**Reverse mortgage (HECM)**	**Banks & credit unions (mortgage/deposit leads)**	**Home equity & HELOC**
Title & escrow	**Homeowners insurance**	**Real estate agents (buyer/seller leads)**	**Home builders (new-construction buyer leads)**
Appraisal (private, non-lending)	**Home inspection**	**Home warranty**	**Alarm / home security**
Water filtration / treatment	**Moving companies**	**Residential solar**	**Home improvement (roofing, HVAC, remodel)**
Financial advisors	**Elder law & estate planning**	**Senior living & home care**	**Credit counseling / credit repair**
Property managers & real-estate investors	**Corporate relocation / HR relocation services**	**Divorce & family law**	**Property tax appeal / HOA services**

Mortgage partner: $80 per lead sold, or $2,500 per funded loan.

22 adjacent markets: real-time bids from $25, $1 steps, exclusive per category.

Insurance benefactor: 10% commission on ~$337/yr premium, renewing for 10 years.

Network effect: more partners per ZIP → higher winning bids → more revenue per lead.

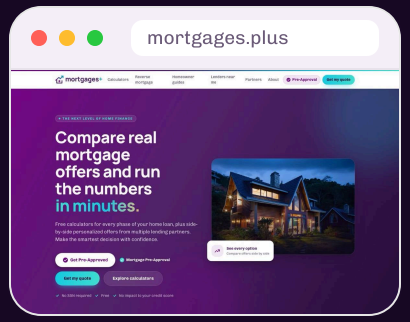
ALREADY BUILT · ALREADY PAID

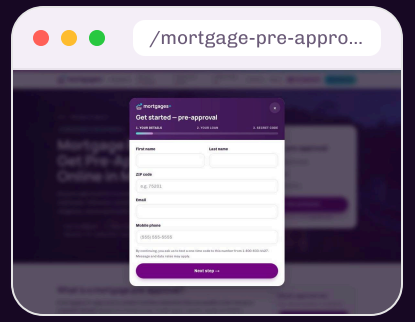
About $750,000 of money, time and effort. Live today.

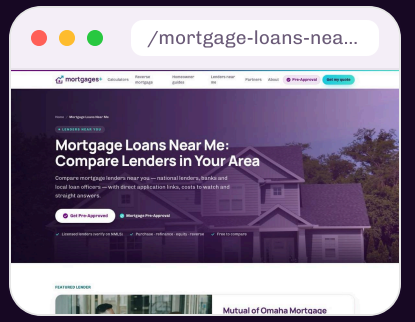
This is not a mock-up. Every screen here is the live product at mortgages.plus, captured 18–19 Nov 2026.

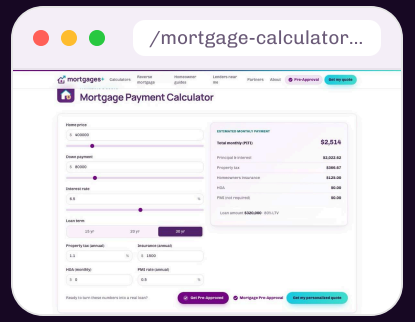
- ✓ Home, pre-approval funnel & Get Code consent
- ✓ /mortgage-loans-near-me lender finder
- ✓ 16 calculators incl. reverse (HECM)
- ✓ Reverse-mortgage hub + 17-page silo
- ✓ 24 niche landing pages + 24 partner pillars
- ✓ /homeowners guides + /partners pages
- ✓ /share brand kit + image creator
- ✓ CRM, call desk, partner portal, bidding, God admin, auction log

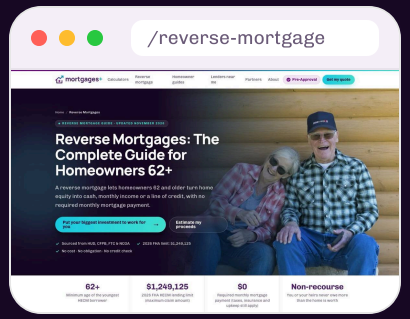
$750K = company-reported value of capital, time and effort invested; $220K of it is cash for the technology, paid. [127]

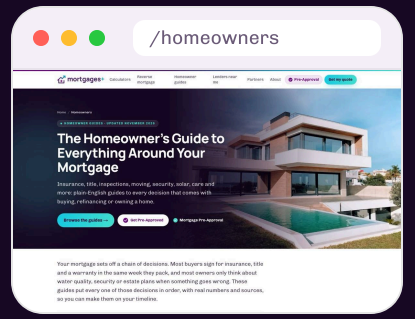


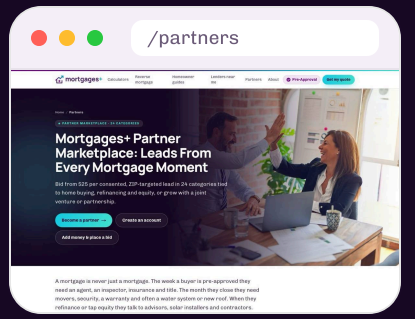


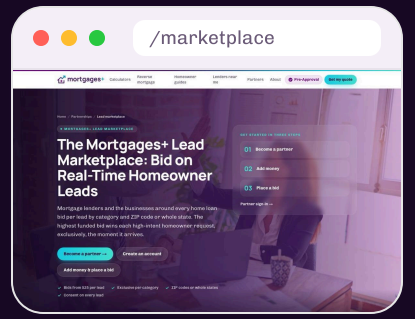


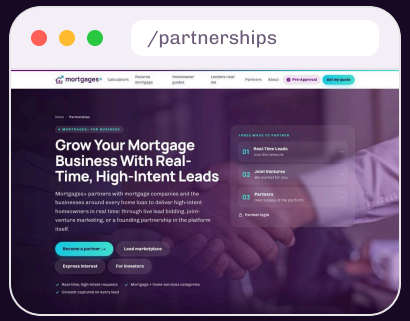


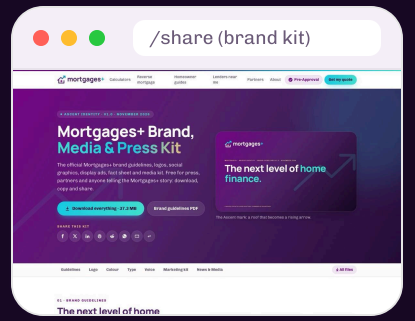


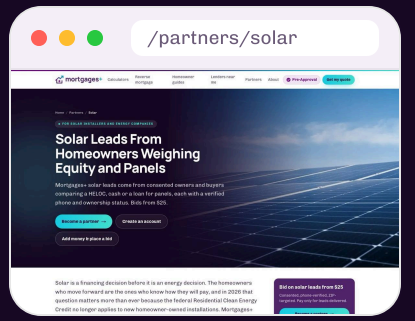


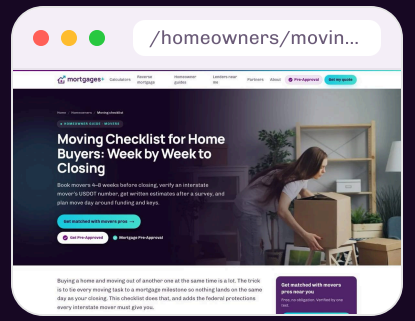


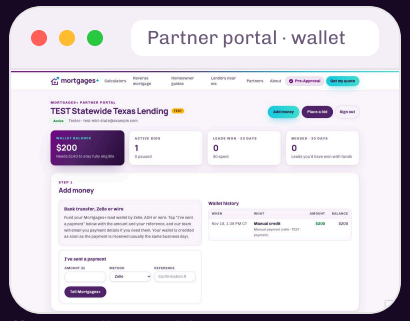


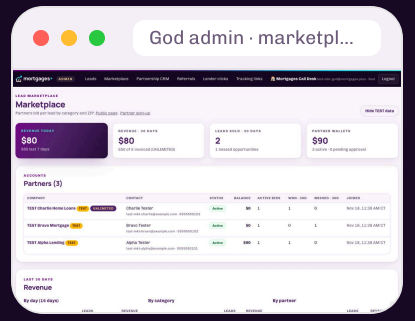


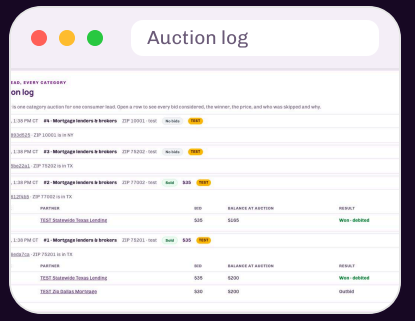


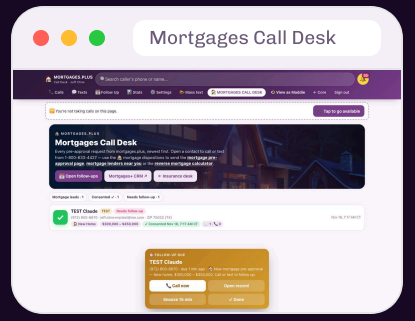






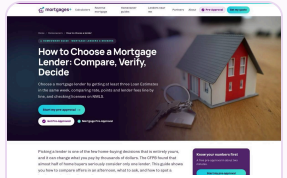




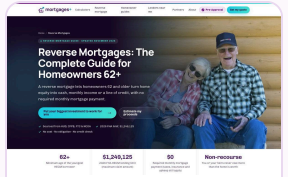


24 consumer niche pages that capture the lead, and 24 partner pages that sell it.

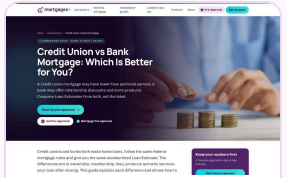
Each page: its own consented lead form, routed to that category's auction



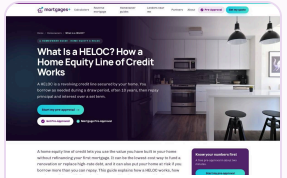
Mortgage lenders



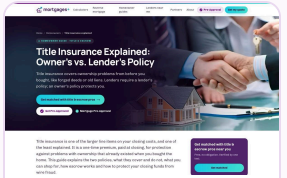
Reverse mortgage (HECM)



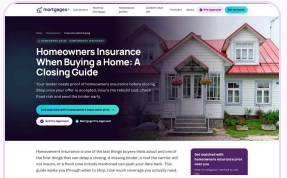
Banks & credit unions



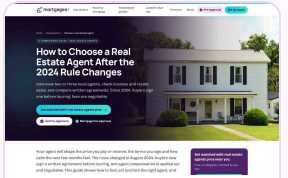
Home equity & HELOC



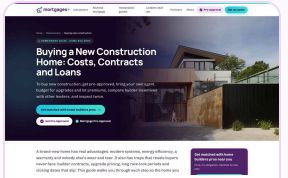
Title & escrow



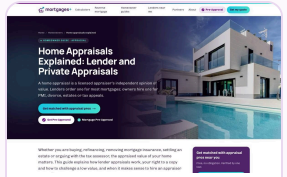
Homeowners insurance



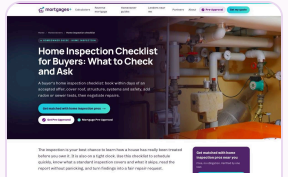
Real estate agents



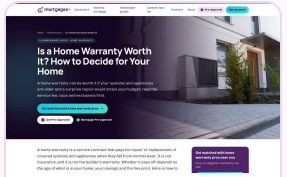
Home builders



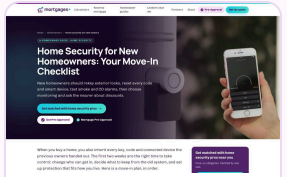
Appraisal



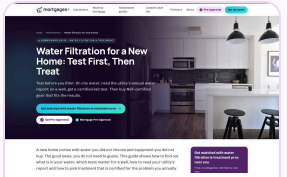
Home inspection



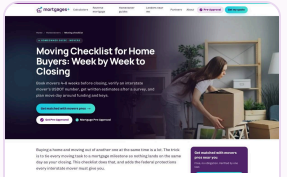
Home warranty



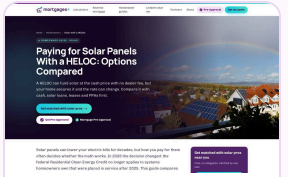
Home security



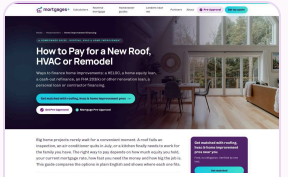
Water treatment



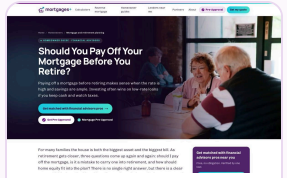
Movers



Solar



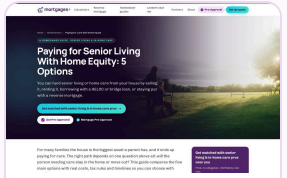
Home improvement



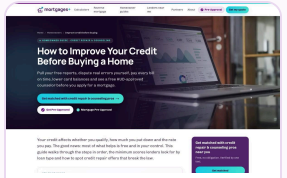
Financial advisors



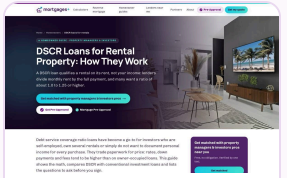
Elder law & estate



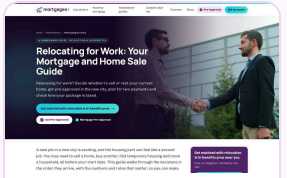
Senior living & care



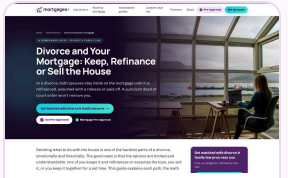
Credit counseling



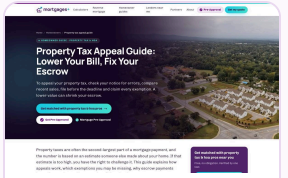
Investors & property mgmt



Relocation



Divorce & family law



Property tax & HOA

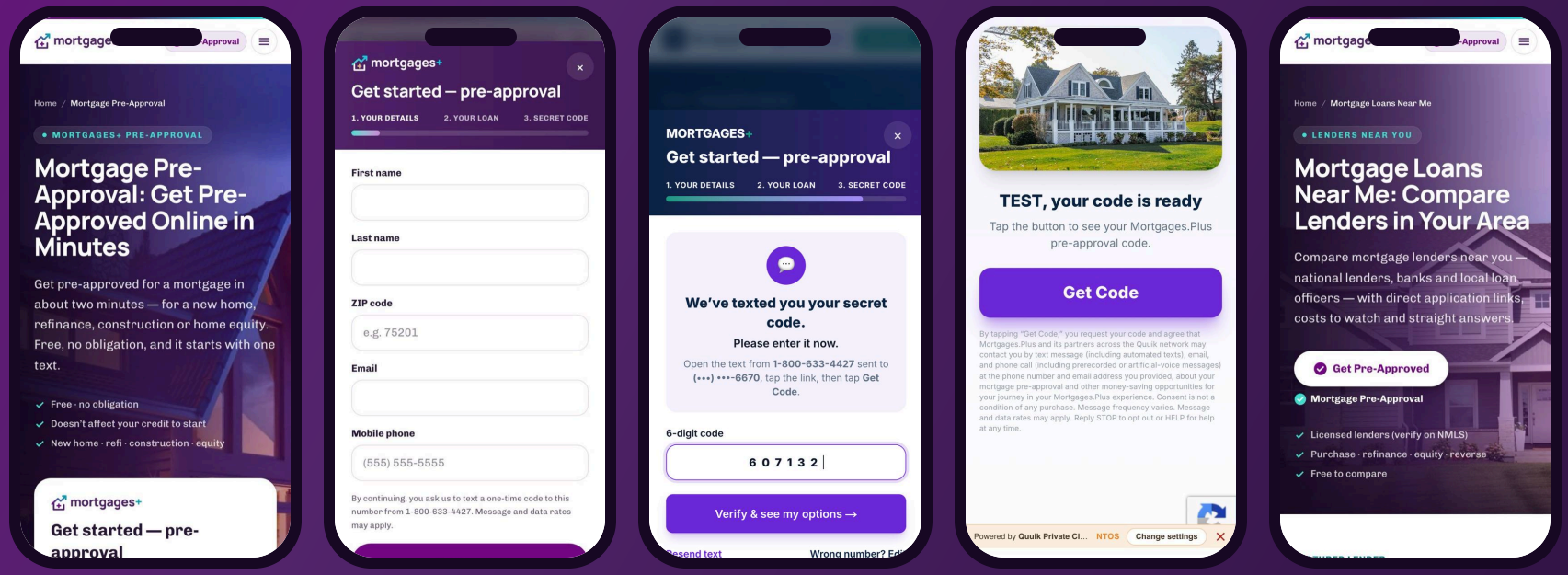
Consumer pages: mortgages.plus/homeowners/<niche> and /reverse-mortgage. Partner pillars: mortgages.plus/partners/<category> (24) with 53 supporting B2B articles. All live and in the sitemap.

THE FUNNEL · CONSENT BUILT IN

Pre-approval in about two minutes, with consent a regulator can read.

1. **Details** · name, ZIP, email, mobile
2. **Loan** · purpose, price band, timing
3. **Secret code** · texted from 1-800-633-4427
4. **Get Code** · consent page: exact TCPA text, timestamp, IP, version
5. **Verified** · lenders near me, CRM record, call-desk follow-up, auction fires

Every lead offered in the marketplace carries a consent version on the approved list; do-not-contact numbers are never delivered (fails closed).



TOP OF FUNNEL · 16 CALCULATORS

Homeowners come to run the numbers. They leave as consented leads.

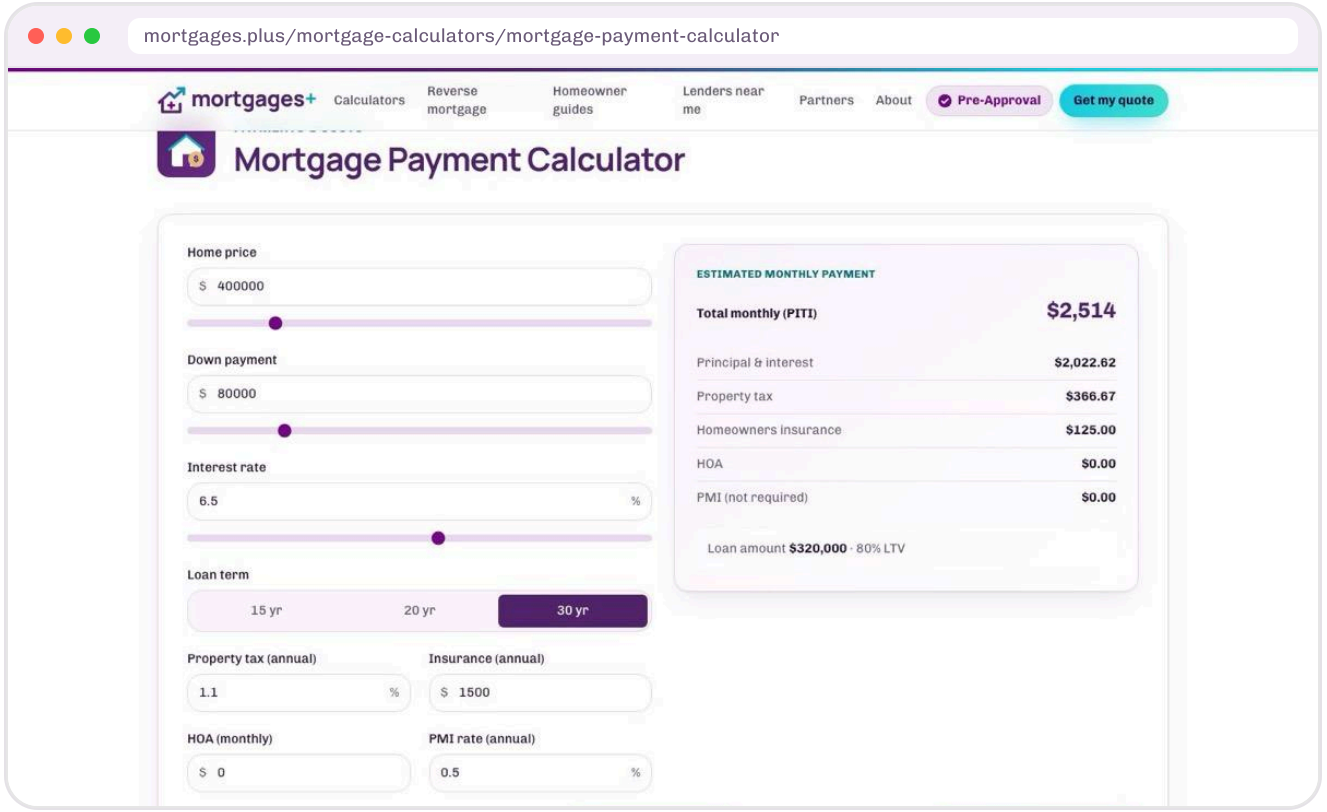
Payment, affordability, refinance, amortization, payoff, rent-vs-buy, DTI, closing costs, FHA, commercial and a HUD-calibrated reverse-mortgage (HECM) estimator. Each one ends in the pre-approval funnel.

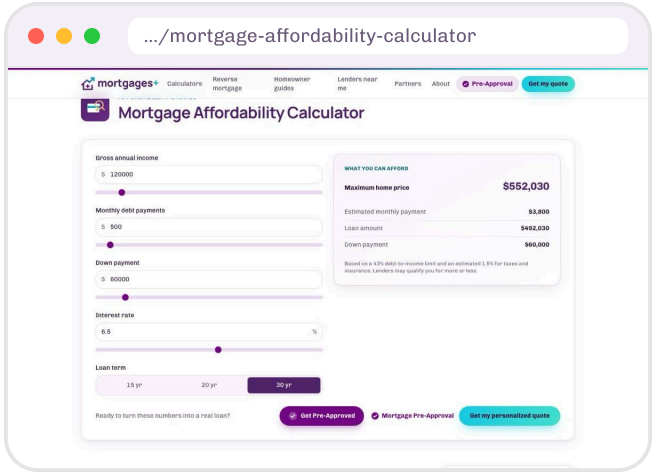
16
Calculators

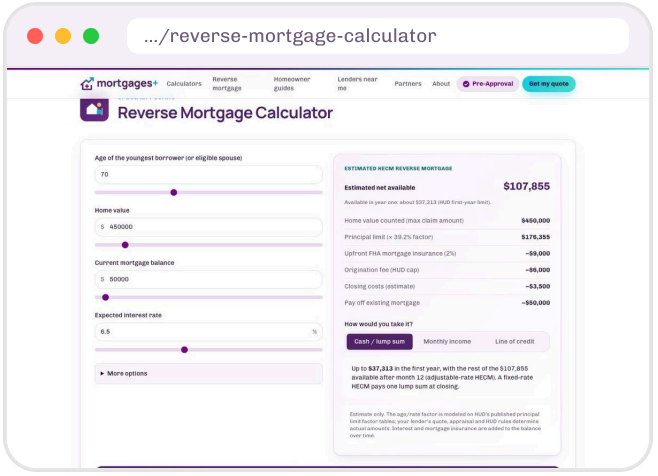
18
Reverse-mortgage pages

$1.25M
2026 HECM limit built in
HUD

The HECM estimator uses a principal-limit model calibrated to HUD tables and the 2026 limit; every calculator links into the bold pre-approval path.







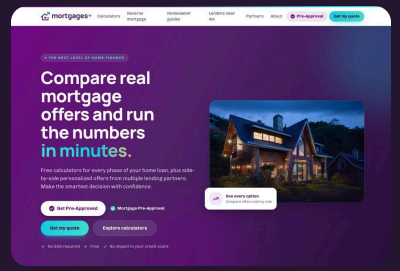
One request flows through every system in seconds.

1 · Consumer

Calculators, guides, niche pages

Pre-approval & category forms

Reverse-mortgage hub

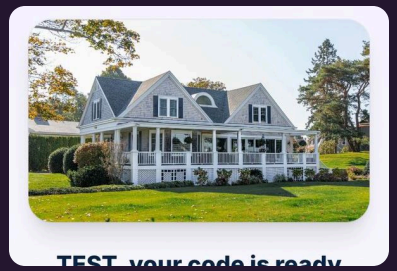


2 · Consent

Text code from 1-800-633-4427

Get Code page = signed consent

Version, timestamp, IP stored

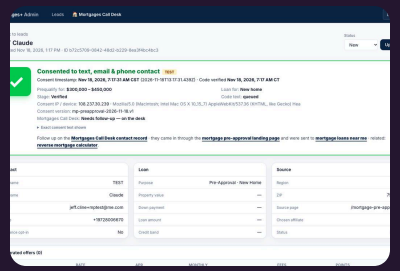


3 · CRM & call desk

Lead record + green consent card

Mortgages Call Desk follow-up

Smart Email / Klaviyo nurture

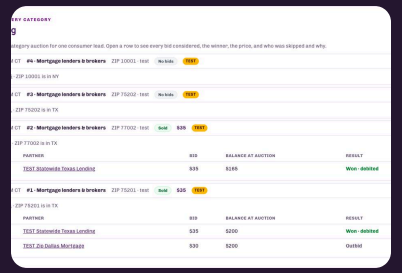


4 · Real-time auction

One auction per category

Highest funded bid wins, exclusive

ZIP or whole-state bids, DNC check

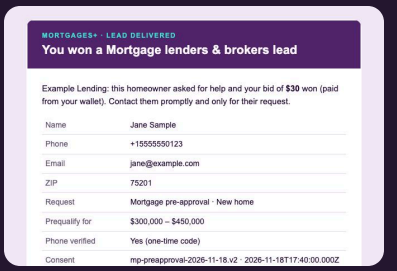


5 · Partners & revenue

Lead email + partner portal

Wallet debit, ledger, 7-day disputes

Insurance in-flow to benefactor



Quuik network: ~275 domains feeding traffic, AI-answer indexing (AEO) and shared consent across the network

R0cketShip tech: The platform: Next.js app, Postgres, real-time engine, private cloud

Predictive data: Scores intent so spend chases likely buyers; CPA bends down as it learns

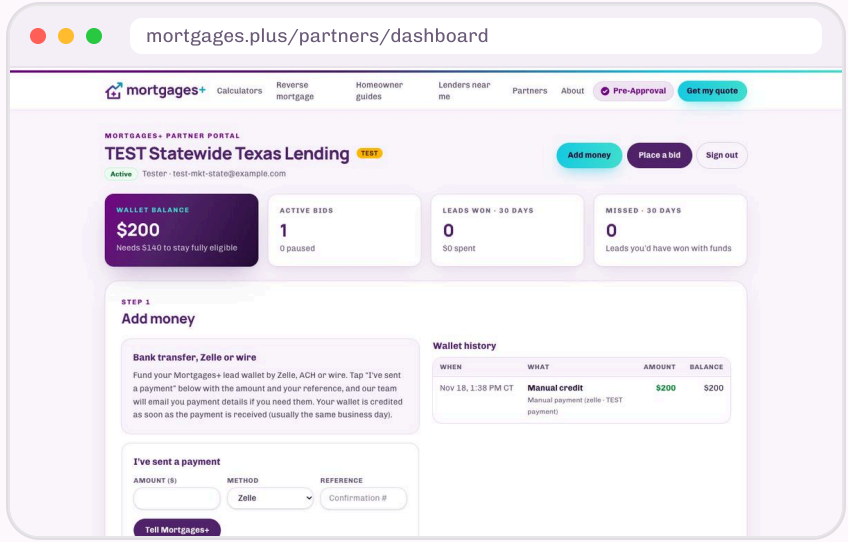
Smart email · Klaviyo: Consumer + 24 per-category lists; partner recruitment flows

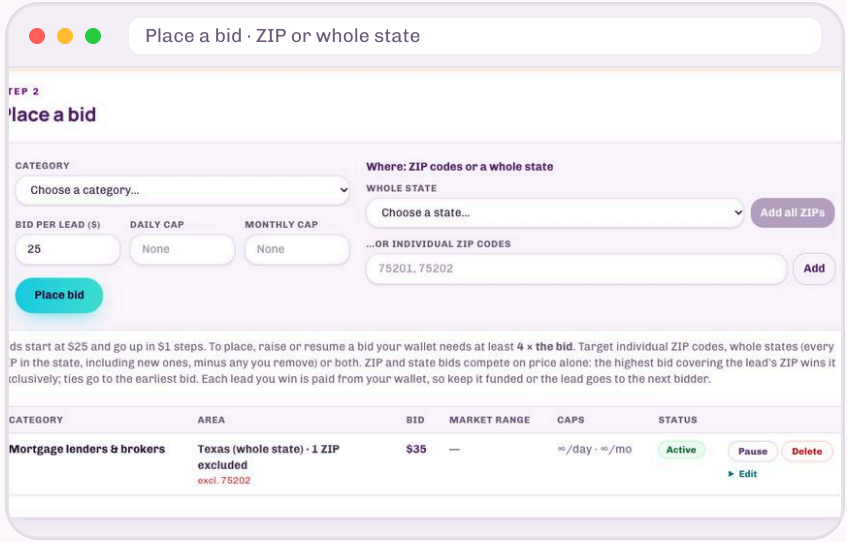
BACK OFFICE · WHERE ADVERTISERS LOG IN AND BID

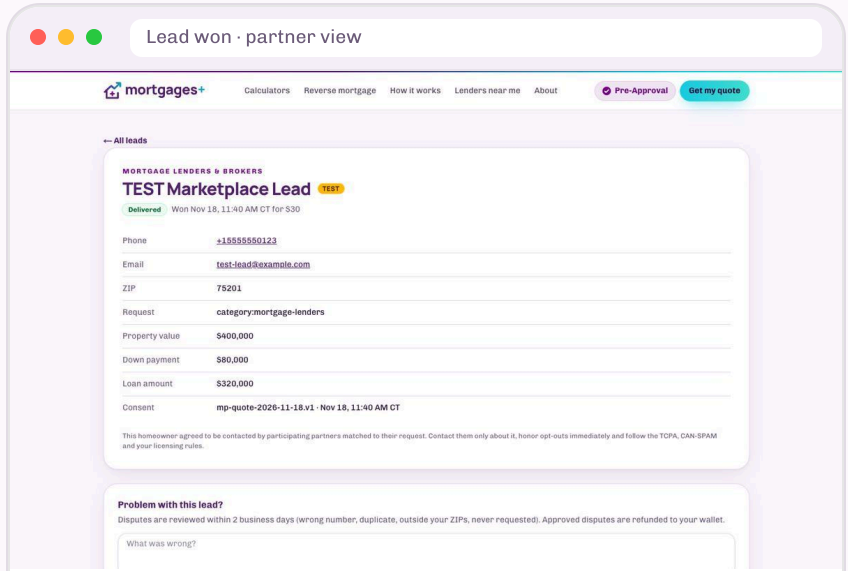
Partners fund a wallet, bid per lead, and win in real time.

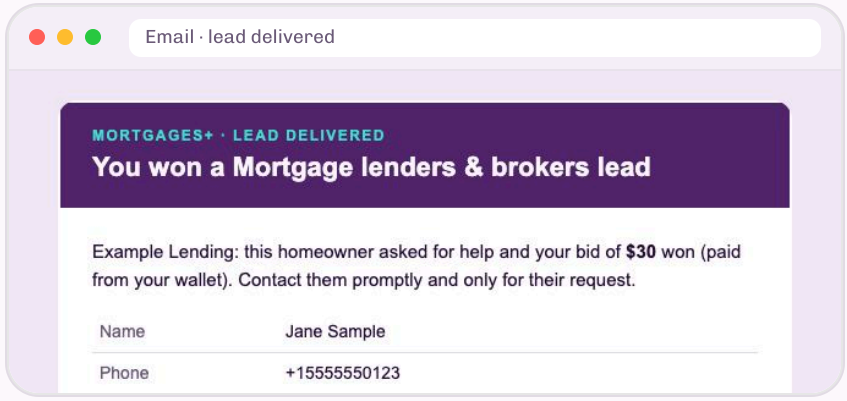
- + Bids from $25 in $1 steps, by category
- + Target ZIP codes or a whole state (minus excluded ZIPs)
- + Wallet must hold 4× the bid; highest funded bid wins
- + Exclusive: one buyer per category per lead
- + Missed-opportunity email to unfunded higher bidders
- + Lead detail, 7-day disputes, invoiced (UNLIMITED) accounts

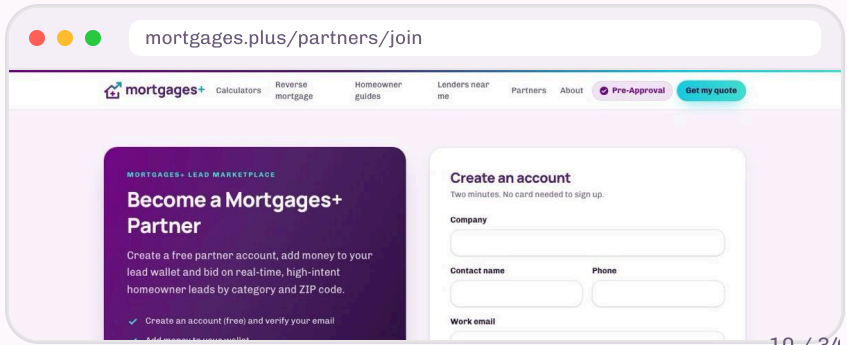
Screens show the live system with TEST partner accounts used in the 18 Nov production verification.





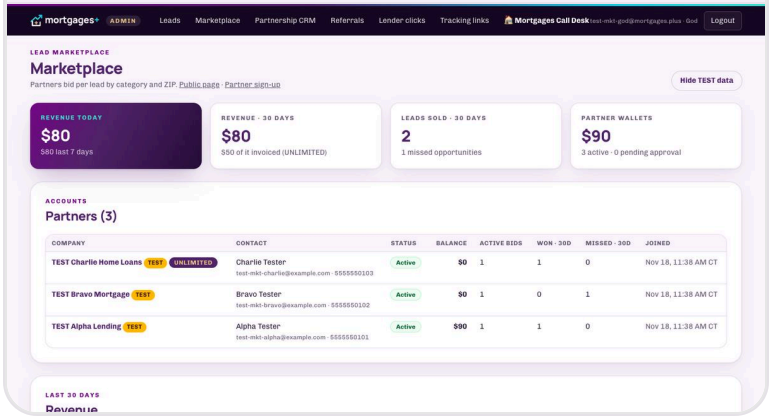




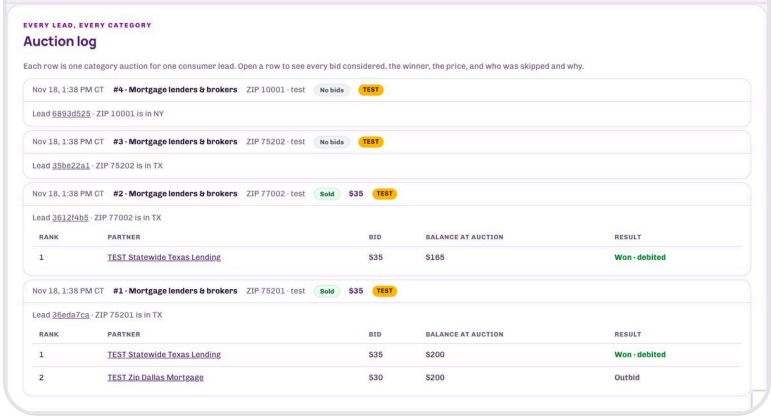


Every lead, bid, dollar and consent: visible, auditable, controllable.

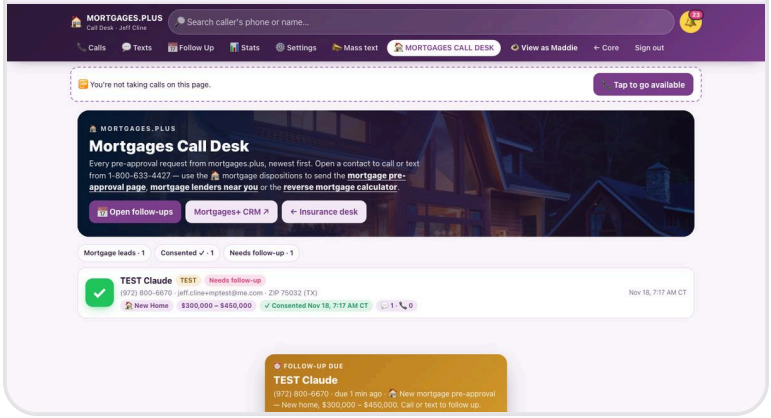
/admin/marketplace · revenue & partners



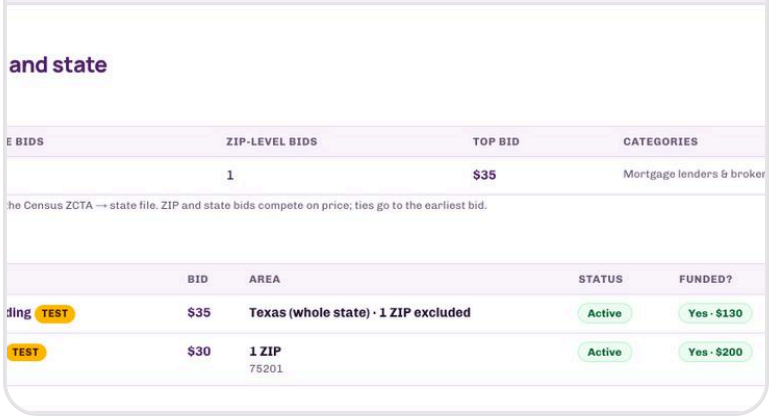
Auction log · every bid considered



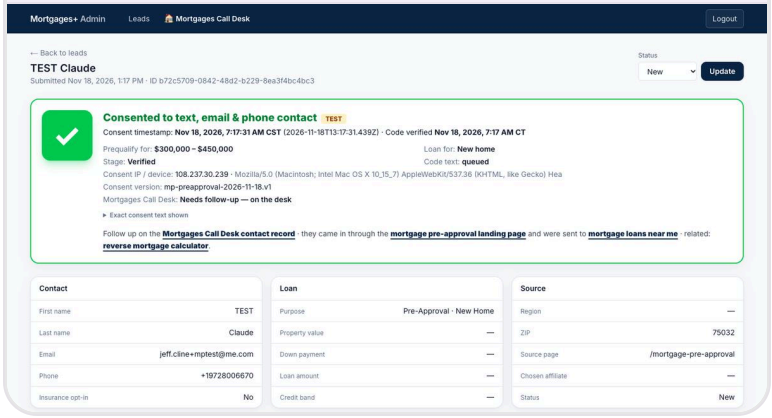
Mortgages Call Desk



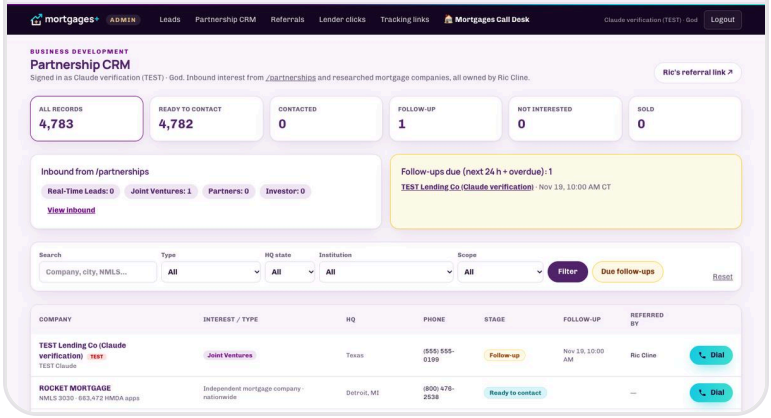
Bids by state



CRM · consented lead record



Partnership CRM · 4,782 HMDA lenders



Roles: God, BD (partnership CRM only), Marketplace ops (approvals, payments, disputes). Partner CRM pre-loaded with 4,782 HMDA-reporting mortgage lenders, 60 nationwide majors enriched.

More partners per ZIP → higher winning bids → more revenue from the same lead.

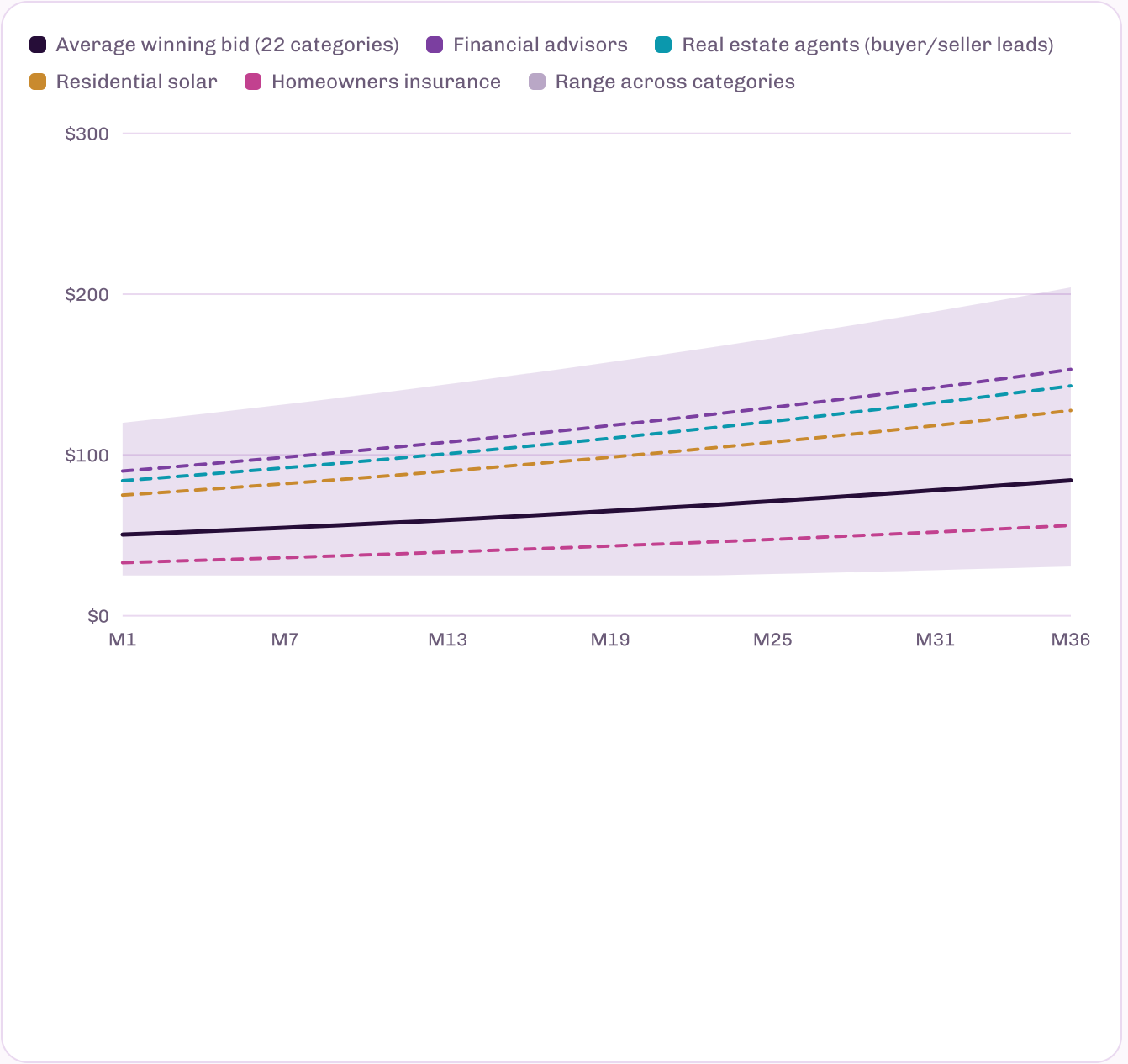
Bids open at the $25 floor and rise in $1 steps. We assume launch bids clear at 60% of each category's researched market price, then rise 20% a year as partners compete, capped at the top of the market range.

$50
Avg winning bid, month 1

$84
Avg winning bid, month 36

67%
Lift on the same lead

Forward-looking estimate. Category mid-prices from public lead-price benchmarks [10, 11, 31]. Bid growth is an assumption (slider).

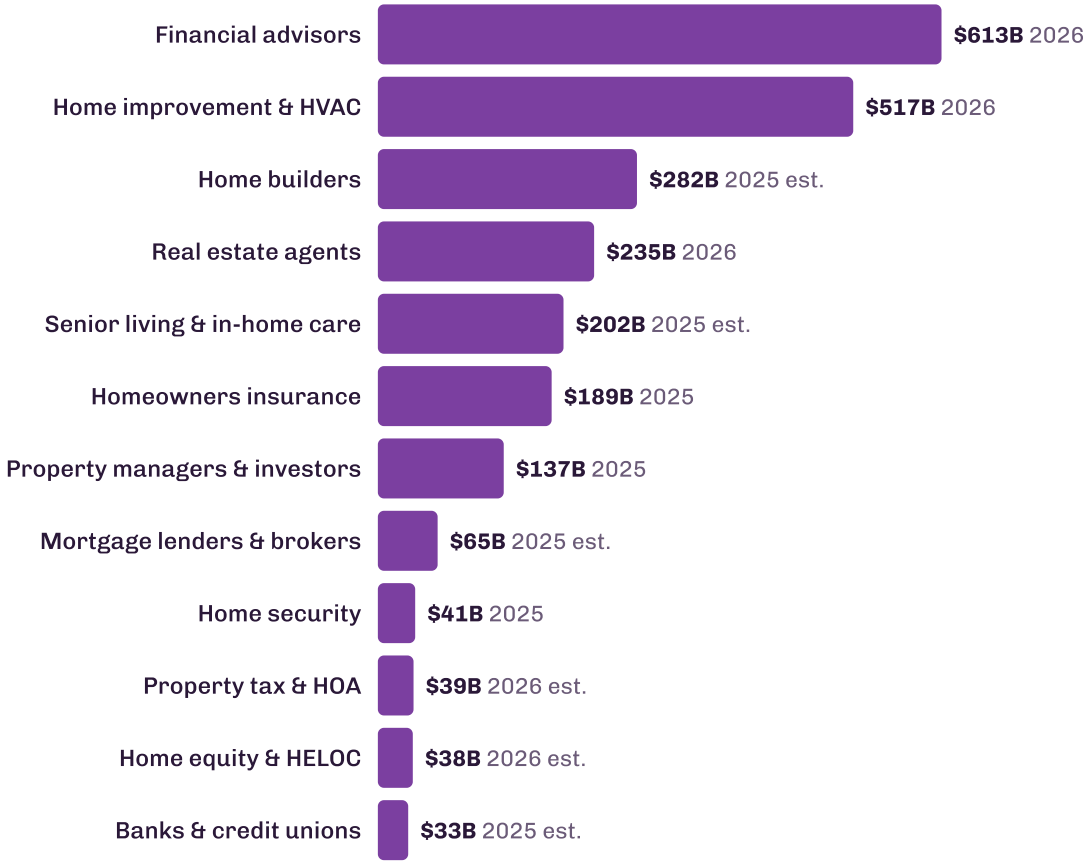


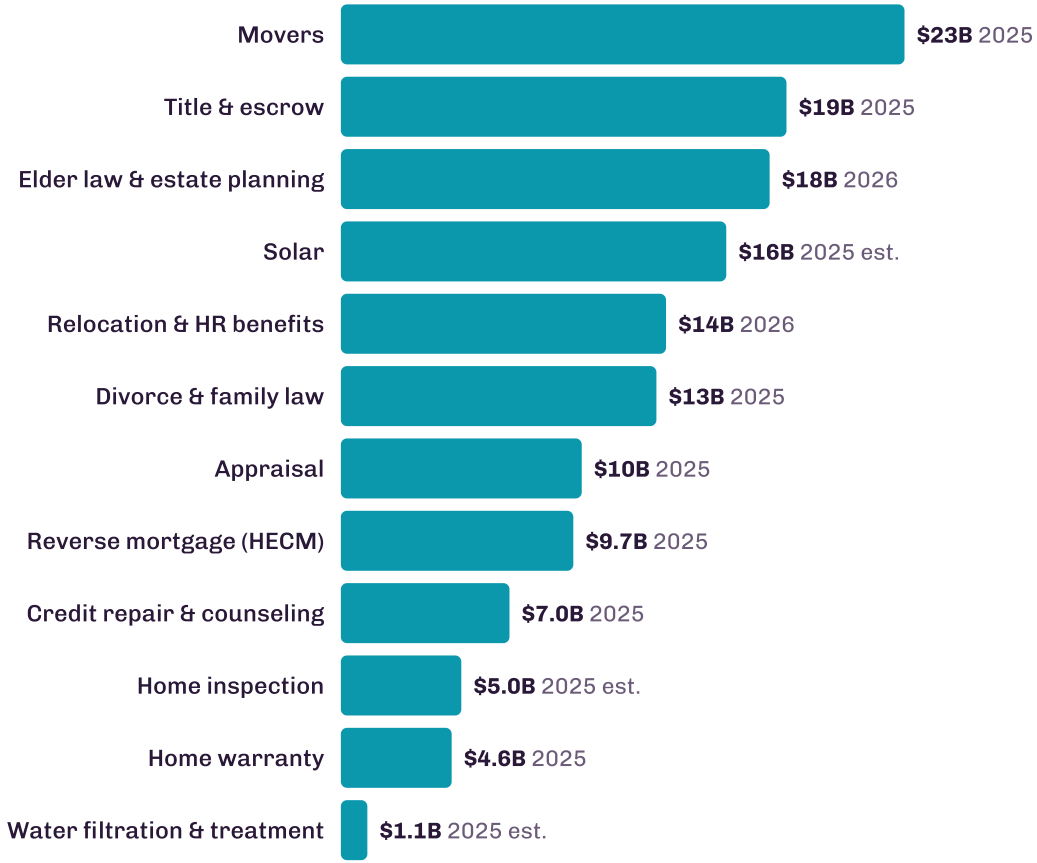
CAPACITY MAP · TOUCHING MULTIPLE HIGH-VALUE MARKETS

24 niches, about $2.5 trillion of annual US market.

$2.5T

Combined US annual market (excl. bank overlap)





US annual industry revenue or spend, latest year available; “est.” = proxy or derived (method in the research file). Right column is on its own scale. Sources per category (AM Best, ALTA, NAR, MBA, IBISWorld and others) are in the References and the model workbook [12, 25, 130].

TECHNOLOGY · THE PLATFORM BEHIND THE SITE

Enterprise plumbing, built once, reused by every market.

Real-time auction engine

Per-category auctions in seconds after verification; ZIP and whole-state bids; exclusivity; tie-break by bid time; full audit log.

Wallets & ledger

Prepaid wallets, 4× eligibility rule, UNLIMITED invoiced accounts, manual + Stripe payments, disputes and refunds.

Consent & compliance

Text-code TCPA consent with stored text/version/IP; DNC master list check that fails closed; RESPA-aware copy and disclosures.

CRM + call desk

Lead records, follow-ups, browser softphone, mass text, IVR on 1-800-633-4427, BD pipeline with 4,782 lenders.

SEO / AEO engine

204 indexed pages, sitemap index, llms.txt, JSON-LD, social cards on every page, Quuik answer-engine indexing.

Brand & media kit

/share kits per niche, on-brand image creator, email + social templates, press form.

Smart email

Klaviyo consumer list, 24 category lists, nurture and partner-recruitment flows (drafted, consent-gated).

Security & roles

Argon2 passwords, hashed sessions, reCAPTCHA enforce, role-based access (God, BD, marketplace ops, partner).

Stack: Next.js 16, React 19, Postgres, Drizzle; private cloud (Quuik), automated deploy with health checks and rollback. 77 production commits since June 2026.

PARTNERS · READINESS

The partners are lined up. The platform is live. It needs fuel.

BENEFACTOR · GLOBAL TOP-60 INSURER

Funds startup and seed in exchange for in-flow: the opportunity to offer its insurance products to Mortgages+ homeowners. Mortgages+ earns a **10% commission** on an average **$337/yr** premium for up to **10 years**.

Company statement; insurer not named.

TWO VERY LARGE BENEFACTORS

Two very large companies are backing the launch as benefactors. Mortgage partner terms: **$2,500 cash per funded loan** or **$80 per lead**.

Company statement; companies not named.

FORTUNE 100 · NATIONWIDE

A Fortune 100 company with a nationwide footprint is **prepared to contract in Q1 2027**.

Company statement; not yet contracted; not included in the projections.

Live

Launched November 2026

Built and ready; no historical revenue claimed

4,782

Mortgage lenders in the partner CRM

HMDA 2025 filers, ready to contact

24

Partner categories open for bidding

20 yrs

Founder track record in lead generation

1-800-MEDIGAP: 30,000+ calls, $25M+ revenue (company-reported)

The mortgage pays for the lead. Everything else is margin.

MORTGAGE LEAD SALE

$80 / lead

50% of mortgage leads sold outright to the mortgage partner. Market range for a verified purchase/refi lead: $50–$150+. [11, 31]

MORTGAGE CLOSING FEE

$2,500 / funded loan

50% of mortgage leads routed for a per-closing fee at 1% / 2% / 3% close rates. Structured with counsel for RESPA §8. [31, 32, 129]

MARKETPLACE BIDS

$50 → $84 avg bid

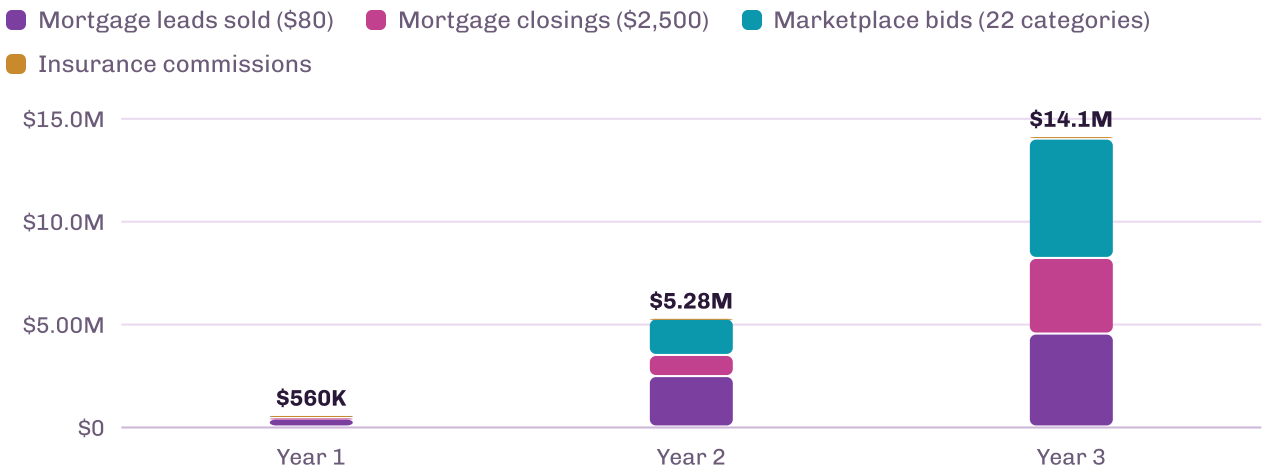
22 adjacent categories, each selling to the close % of leads at the winning bid. Exclusive per category. [10, 11]

INSURANCE COMMISSIONS

$33.70 / policy / yr

10% of a $337 average premium, recurring up to 10 years (90% persistency). NPV $160 per policy. [69, 127]

Revenue mix by year (forward-looking estimate)



WHY IT COMPOUNDS

Close rates mature 1% → 2% → 3% as partners, scripts and data learn.

Bids rise as more partners compete for each ZIP.

The insurance book renews every year without new spend.

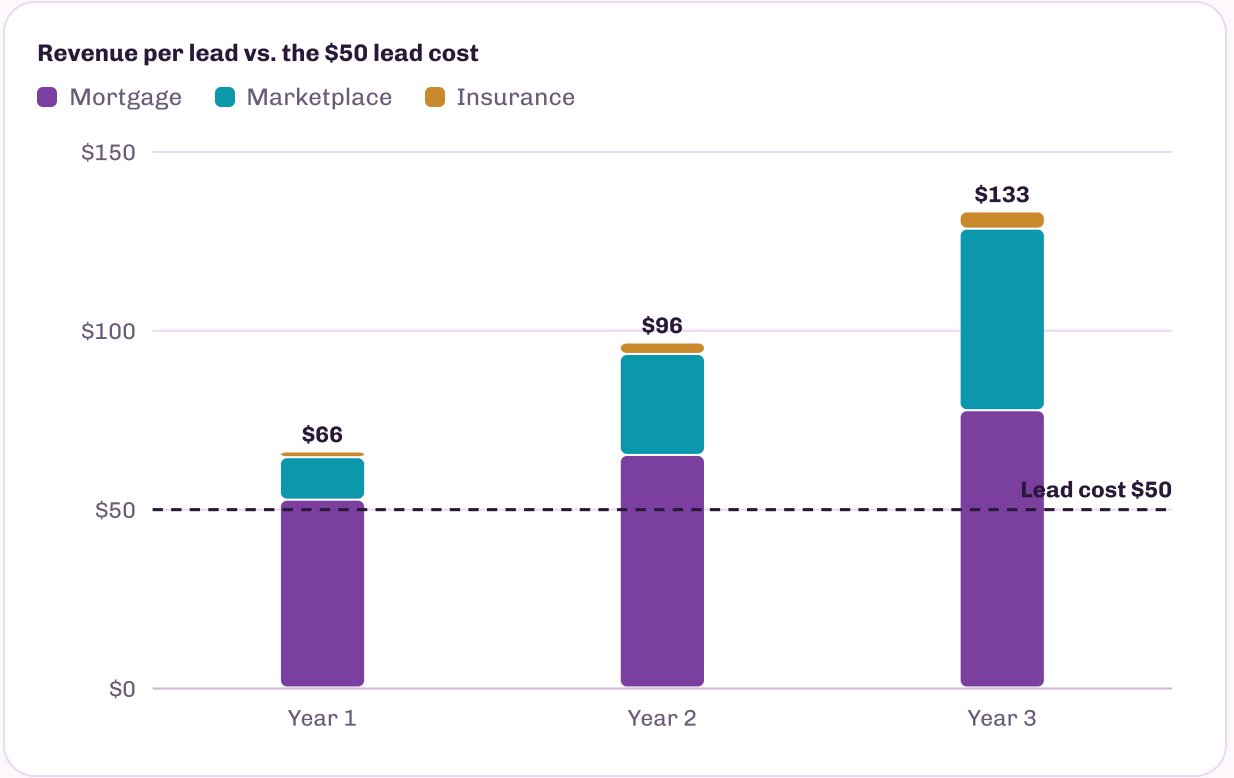
Organic traffic (204 pages, calculators) is upside: the model assumes every lead is paid at $50.

UNIT ECONOMICS · PER LEAD

Each $50 lead returns $66 in year 1 and $133 by year 3.

PER LEAD	YEAR 1	YEAR 2	YEAR 3
Close / attach rate	1%	2%	3%
Mortgage (mix of $80 / $2,500)	$52.50	$65.00	$77.50
Marketplace (22 categories)	$11.88	$28.23	$50.76
Insurance (NPV of commissions)	$1.60	$3.21	$4.81
Revenue per lead	**$65.98**	**$96.44**	**$133.07**
Lead cost (paid marketing)	–$50.00	–$50.00	–$50.00
Partner credits, disputes, processing	–$2.08	–$2.73	–$3.63
Texts, telecom, call-desk seat	–$2.43	–$2.43	–$2.43
Contribution per lead	**$11.47**	**$41.28**	**$77.01**
Revenue ÷ lead cost	1.32×	1.93×	2.66×

Forward-looking estimate. Bids at months 6 / 18 / 30. Marketplace = close % × Σ category winning bids. Insurance policies at the same close % on every lead.



At a 1% / 2% / 3% close in each category, the adjacent markets add $1.81M / $3.63M / $5.45M a year.

CATEGORY	LEAD PRICE (RANGE)	MID	@1%	@2%	@3%
Relocation & HR benefits*	$100–$400	**$200**	$200K	$400K	$600K
Home builders*	$50–$400	**$150**	$150K	$300K	$450K
Financial advisors	$50–$250	**$150**	$150K	$300K	$450K
Real estate agents	$40–$400	**$140**	$140K	$280K	$420K
Divorce & family law	$75–$250	**$140**	$140K	$280K	$420K
Solar	$35–$250	**$125**	$125K	$250K	$375K
Reverse mortgage (HECM)	$35–$300	**$100**	$100K	$200K	$300K
Senior living & in-home care	$70–$431	**$100**	$100K	$200K	$300K
Home improvement & HVAC	$40–$200	**$90**	$90K	$180K	$270K
Property managers & investors	$30–$250	**$75**	$75K	$150K	$225K
Elder law & estate planning	$40–$100	**$70**	$70K	$140K	$210K
Water filtration & treatment*	$25–$190	**$60**	$60K	$120K	$180K
Homeowners insurance	$20–$100	**$55**	$55K	$110K	$165K
Home equity & HELOC	$15–$150	**$50**	$50K	$100K	$150K
Title & escrow*	$25–$90	**$50**	$50K	$100K	$150K
Home security	$25–$80	**$45**	$45K	$90K	$135K
Movers	$8–$150	**$40**	$40K	$80K	$120K
Credit repair & counseling*	$20–$75	**$40**	$40K	$80K	$120K
Home inspection	$20–$60	**$35**	$35K	$70K	$105K
Home warranty	$20–$55	**$35**	$35K	$70K	$105K
Property tax & HOA*	$15–$75	**$35**	$35K	$70K	$105K
Appraisal*	$15–$60	**$30**	$30K	$60K	$90K

PER 100,000 LEADS A YEAR

Stream	1%	2%	3%
Mortgage (mix)	$5.25M	$6.50M	$7.75M
Adjacent (22)	$1.81M	$3.63M	$5.45M
Insurance, yr 1	$34K	$67K	$101K
Total, yr 1	**$7.10M**	**$10.2M**	**$13.3M**
Lead cost	–$5.00M	–$5.00M	–$5.00M

SENSITIVITY (ADJACENT, @3%)

$2.52M – $12.9M

Low = bottom of each category's price range (floor $25); high = top of range. Mid-points are conservative points inside the typical range.

* Proxy price where no category-specific benchmark was published. Prices: LeadGen Economy, LeadPops, vendor price lists and the R0cketShip niche study [10, 11, 31, 130]. Forward-looking estimate; static mid-prices (no bid growth).

THE 36-MONTH RAMP

From 200 leads a month to 10,000, on an S-curve.

Slow start while partners onboard and creative is tested; fastest growth mid-ramp; flattening at the 10,000-a-month capacity the raise is sized for.

9,529
Leads in year 1
Close rate 1%

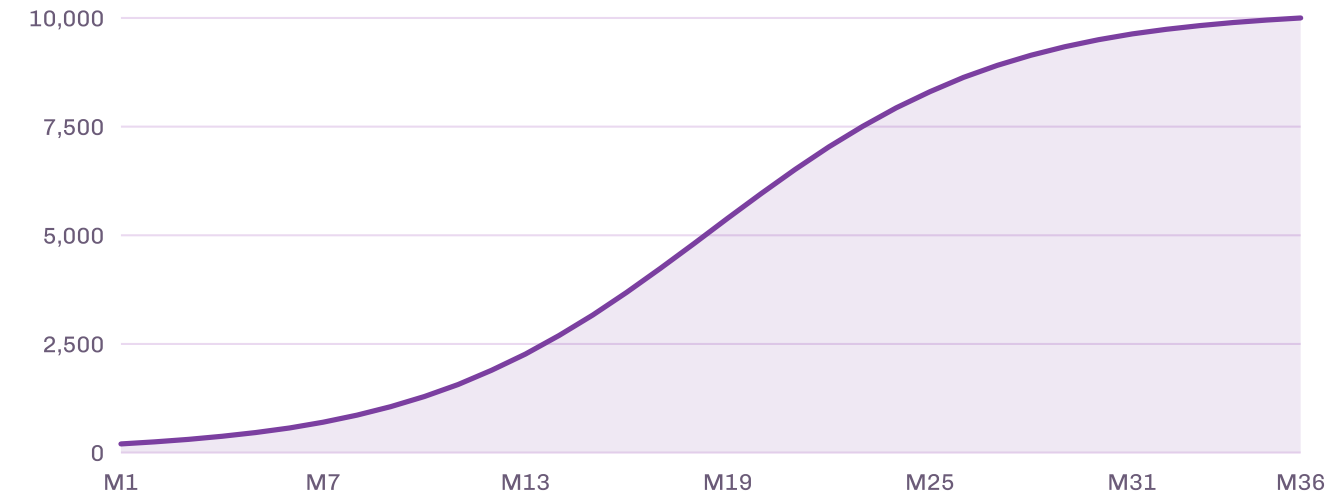
61,200
Leads in year 2
Close rate 2%

112,871
Leads in year 3
Close rate 3%

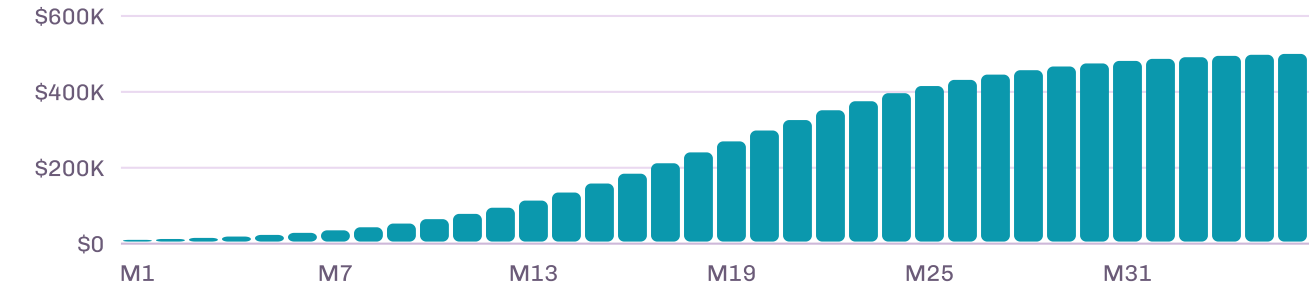
Month 36
Reaches 10,000 / month
183,600 leads over 36 months

Forward-looking estimate. Logistic curve normalised to 200 in month 1 and 10,000 in month 36; capital above or below $1M compresses or stretches it (85% of each extra dollar buys leads at $50 + $5 overhead).

Paid leads per month



Paid marketing (lead acquisition) per month



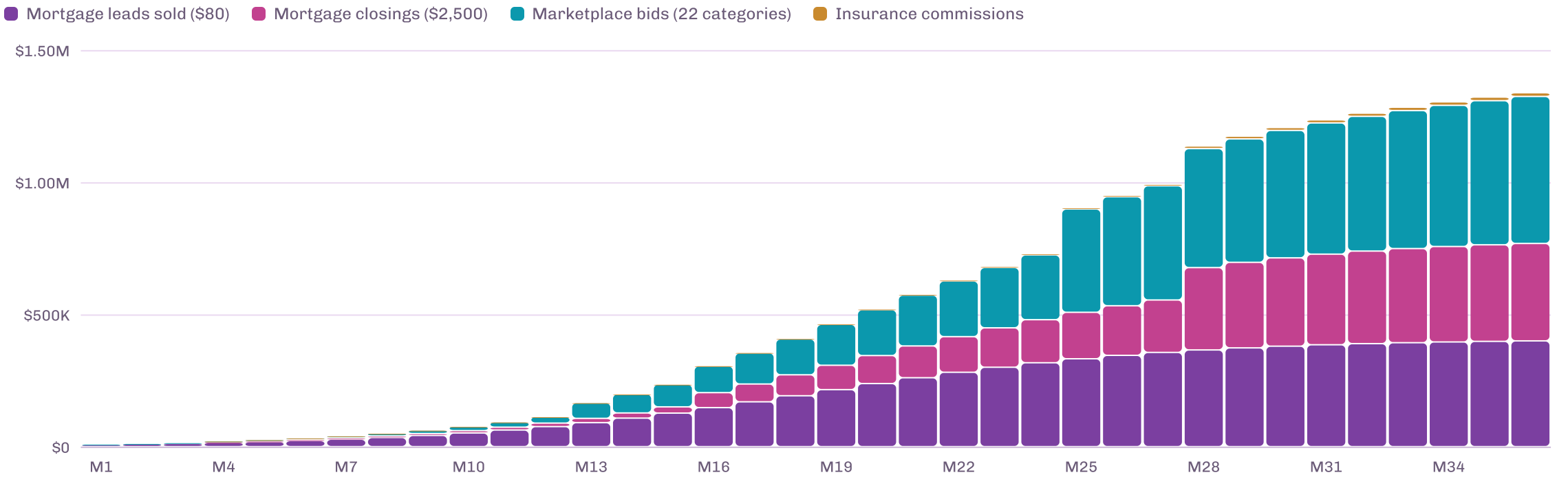
TOP LINE · REVENUE BY STREAM, MONTHLY

$560K → $5.28M → $14.1M over three years.

$560K
Year 1 revenue

$5.28M
Year 2 revenue

$14.1M
Year 3 revenue



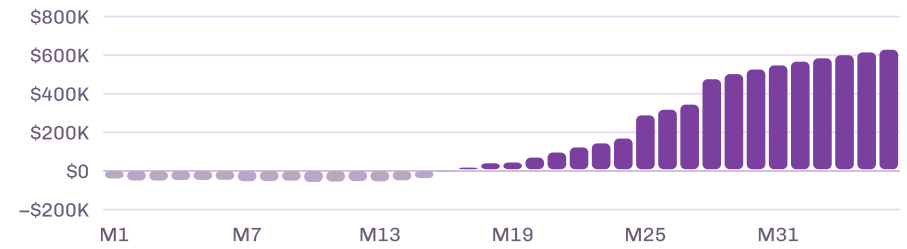
Forward-looking estimate. Closings and the insurance policies written with them pay 3 months after the lead is bought; closings from month-34+ leads fall outside the window (not counted). Hover a month for the split.

P&L · 36 MONTHS (FORWARD-LOOKING ESTIMATE)

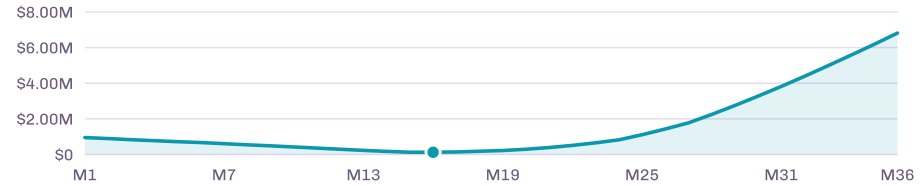
EBITDA-positive from month 17; $5.99M EBITDA in year 3.

USD	YEAR 1	YEAR 2	YEAR 3	36 MONTHS
Paid leads	9,529	61,200	112,871	183,600
Mortgage leads sold	$381,160	$2,448,000	$4,514,840	$7,344,000
Mortgage closing fees	$59,700	$1,027,713	$3,674,950	$4,762,363
Marketplace bids (22 categories)	$117,645	$1,775,650	$5,797,032	$7,690,327
Insurance commissions	$1,610	$29,156	$125,317	$156,082
Revenue	**$560,114**	**$5,280,518**	**$14,112,139**	**$19,952,771**
Lead acquisition	–$476,450	–$3,060,000	–$5,643,550	–$9,180,000
Partner credits & processing	–$19,952	–$168,946	–$412,475	–$601,373
Gross profit	**$63,712**	**$2,051,572**	**$8,056,114**	**$10,171,398**
Gross margin	11%	39%	57%	51%
Team	–$476,130	–$1,005,360	–$1,309,800	–$2,791,290
Call desk / concierge	–$59,472	–$153,636	–$237,888	–$450,996
Brand, content & creative	–$72,000	–$120,000	–$180,000	–$372,000
Platform, hosting & data	–$36,000	–$54,000	–$78,000	–$168,000
SMS & telecom	–$10,288	–$33,540	–$56,792	–$100,620
Compliance & legal	–$60,000	–$78,000	–$96,000	–$234,000
G&A	–$54,000	–$78,000	–$108,000	–$240,000
EBITDA	**–$704,178**	**$529,036**	**$5,989,634**	**$5,814,492**
EBITDA margin	-126%	10%	42%	29%
Ending cash (incl. raise)	$295,822	$824,858	$6,814,492	$6,814,492

Monthly EBITDA



Cash balance with the $1.00M raise



Low point $126,576 in month 16; peak cumulative burn $873,424. Fully funded: the raise covers the trough with room to spare.

RECURRING REVENUE · THE INSURANCE SUCCESS FEE

A book of business that pays every year, without new spend.

The benefactor insurer writes policies on Mortgages+ homeowners. Mortgages+ earns 10% of an average $337 annual premium: $33.70 a policy a year, for up to 10 years, or $337 over the full life.

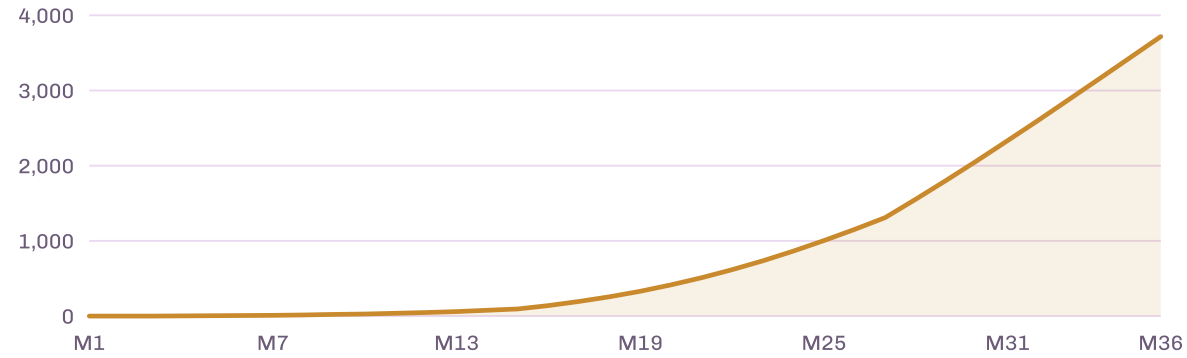
3,810
Policies written in 36 months
Same close % as mortgage, on every lead

3,719
Policies in force, month 36

$125K
Annual commission run-rate
Renews each policy anniversary

$467K
NPV of the book's remaining commissions
10% discount, 90% persistency

Policies in force (month by month)



$337
Contract value per policy (10 × $33.70)

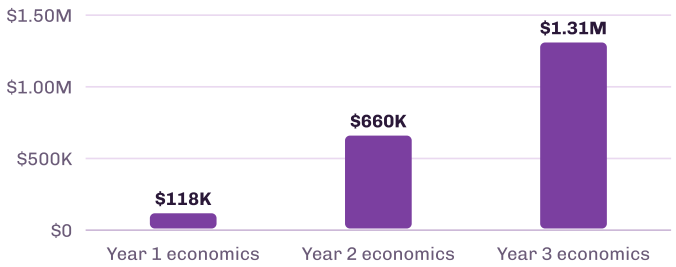
$219
Expected, after lapses

$160
NPV per policy today

$337/yr sits close to a $250K 20-year term-life premium (~$336/yr) or a $1M umbrella (~$383/yr); far below homeowners (~$2,420/yr) [69, 70, 72]. Persistency is an assumption.

Every $1M of leads at scale returns $2.42M of revenue and $1.31M of profit.

Profit from $1M of lead spend, by year

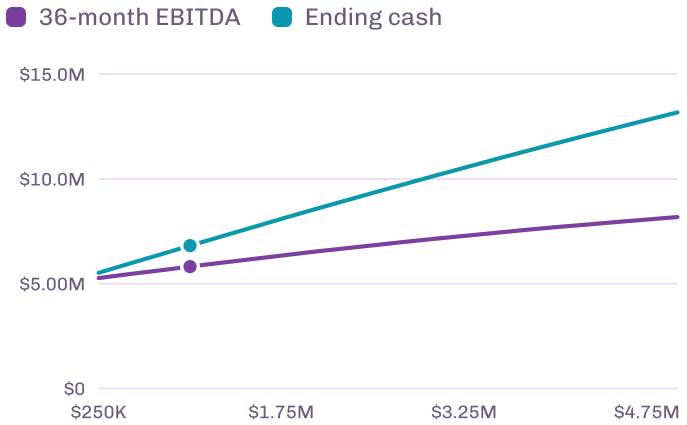


$1M buys 18,182 leads at $50 + $5 overhead. Contribution = revenue – lead cost – credits – texts/desk.

Monthly EBITDA by lead volume (year-3 economics)

Leads / month	Lead spend	EBITDA / mo	/ year
1,000	$50K	**–$71K**	–$854K
2,500	$125K	**$44K**	$532K
5,000	$250K	**$237K**	$2.84M
7,500	$375K	**$429K**	$5.15M
10,000	$500K	**$622K**	$7.46M

Raise vs. 36-month cumulative EBITDA and ending cash



Investment **$1.00M**

M36	$5.81M	11.8%
10K leads/mo	36-mo EBITDA	equity at $7.50M pre

The more fuel, the faster it scales

RAISE	10K/MO	EBITDA 12 MO	24 MO	36 MO	END CASH
$1.00M	M36	–$704K	–$175K	**$5.81M**	$6.81M
$2.00M	M33	–$697K	$176K	**$6.51M**	$8.51M
$3.00M	M30	–$692K	$580K	**$7.14M**	$10.1M
$5.00M	M24	–$666K	$1.46M	**$8.18M**	$13.2M

+$1.00M vs. the $1M plan **+$696K EBITDA · 0.70× in 36 mo**

+$2.00M vs. the $1M plan **+$1.33M EBITDA · 0.66× in 36 mo**

+$4.00M vs. the $1M plan **+$2.37M EBITDA · 0.59× in 36 mo**

Extra capital pulls the 10,000-lead month forward; the ROI multiple counts only the first 36 months. After month 36 every scenario earns the same $7.37M/yr run-rate, and the extra cash stays on the balance sheet.

Lead marketplaces are the closest analogue: ~$0.5–1.1B companies growing ~24% a year.

COMPANY	MKT CAP	TTM REV	GROWTH	EV/REV	EV/EBITDA	PARALLEL TO MORTGAGES+
TREE LendingTree	$512.0M	$1.3B	+23%	0.62×	5.3×	Closest analogue
EVER EverQuote	$1.0B	$799.0M	+24%	0.97×	8.6×	Online insurance marketplace selling consumer r...
MAX MediaAlpha	$838.0M	$1.3B	+15%	0.78×	8.7×	Programmatic real-time-bidding exchange for ins...
QNST QuinStreet	$1.1B	$1.4B	+30%	0.71×	6.3×	Performance-marketing marketplace for financia...
RKT Rocket Companies	$38B	$12B	+94%	5.59×	16.8×	Vertically integrated consumer homeownership p...
UWMC UWM Holdings	$1.9B	$2.4B	-12%	6.87×	21.2×	Largest wholesale (broker-channel) lender - a lea...
LDI loanDepot	$155.0M	$1.2B	+6%	4.52×	—	Retail mortgage lender (and lead buyer)
Z Zillow Group	$6.4B	$2.9B	+15%	2.15×	9.1×	Home-shopping audience monetized by selling ag...
OPEN Opendoor Technologies	$1.2B	$3.4B	-29%	1.00×	—	iBuyer - balance-sheet-heavy home transactions
PRCH Porch Group	$2.4B	$530.0M	+16%	4.89×	36.1×	Home-services software + insurance
ANGI Angi Inc.	$213.0M	$969.0M	-8%	0.45×	3.9×	Home-services lead marketplace (homeowners -...
SLQT SelectQuote	$56.7M	$1.6B	+0%	0.29×	4.9×	Tele-sales insurance (Medicare) distributor buyin...

0.74×

Median EV / revenue, lead marketplaces

TREE, EVER, MAX, QNST

7.5×

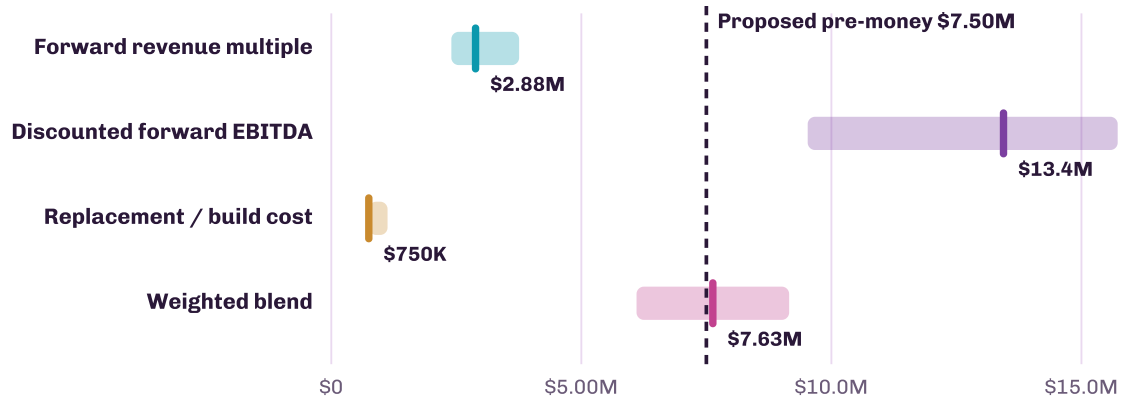
Median EV / adj. EBITDA, same four

Growth stories. Rocket began as Rock Financial (1985), became Quicken Loans (1999) and listed in 2020; in 2025 it closed Redfin and Mr. Cooper. EverQuote grew revenue from $163M (2018) to $799M TTM. QuinStreet's Home Services grew 86% last quarter. Red Ventures (private) bought Bankrate for ~$1.24B in 2017 and was reported at $11B+ in 2021.

Lead marketplaces book gross media spend as revenue, so EV/revenue is low; on contribution margin their multiples are ~3–4× higher. Mortgage-lender EV includes warehouse debt (use market cap/revenue). GoHealth excluded (Chapter 11, July 2026). Sources: StockAnalysis, company releases [76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 122, 124]

VALUATION · TRIANGULATED, DISCOUNTED FOR STAGE RISK

Proposed: $7,500,000 pre-money, $8,500,000 post-money for $1,000,000: 11.8% equity.



METHOD	EXIT VALUE (M36)	TODAY	WEIGHT
Forward revenue multiple	$11.8M	**$2.88M**	25%
Discounted forward EBITDA	$55.1M	**$13.4M**	50%
Replacement / build cost	$750K	**$750K**	25%
Weighted value today	—	**$7.63M**	100%

$7.50M
Pre-money

$8.50M
Post-money

11.8%
Investor equity for $1M

Method. Value the business at month 36 on its run-rate (last 3 months × 12) using the median multiples of the four public lead marketplaces, then discount 3 years at a 60% venture target return, the rate used for seed-stage risk [128]. Blend 50% EBITDA, 25% revenue, 25% replacement cost (the $750K already invested), and round down to the nearest $250K.

Why it is not inflated. The 60% rate cuts the year-3 value by 4.1×. No value is given to the Fortune 100 contract, organic traffic, the benefactors' funding, or the insurance book beyond month 36. Lead-marketplace multiples are the lowest in the set.

Forward-looking estimate. Proposed terms are fixed at the base case; the weighted value moves with the sliders. Comparable multiples as of 18 Nov 2026 [76, 78, 80, 82].

THE ASK

$1,000,000

for **11.8%** at **$7,500,000** pre-money / **$8,500,000** post-money.

Everything is already built. The money rounds out the team and fuels marketing so the platform reaches 10,000 leads a month. The more fuel, the faster it scales: a $1M to $5M round is modelled on the previous slide.

M17	$127K	$5.99M
EBITDA-positive month	**Cash at the low point**	**Year-3 EBITDA**

Forward-looking estimate, base case. Terms indicative and subject to definitive documents.

USE OF FUNDS

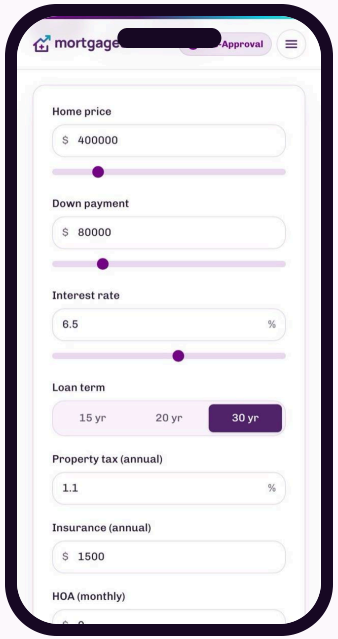


Marketing fuel (paid lead acquisition, ahead of revenue)	$550,000
Team round-out (growth, partner sales, compliance, data)	$300,000
Licensing, compliance & legal (RESPA / TCPA / state)	$80,000
Working-capital reserve	$70,000

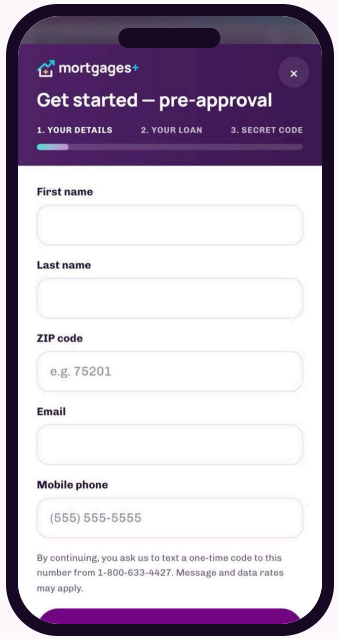
TEAM ROUND-OUT (HIRES)

- Marketplace operations & partner success · M1
- Growth marketing lead · M2
- Partner sales executive #1 · M7
- Compliance & licensing manager · M10
- Head of partnerships · M13
- Data & platform engineer · M13
- Partner sales executive #2 · M19
- Controller (fractional → full time) · M19
- Partner sales executive #3 · M25
- Marketing manager · M25

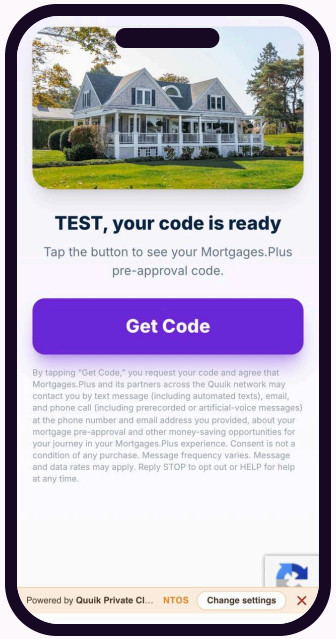
One homeowner, one consent, up to nine exclusive sales, in seconds.



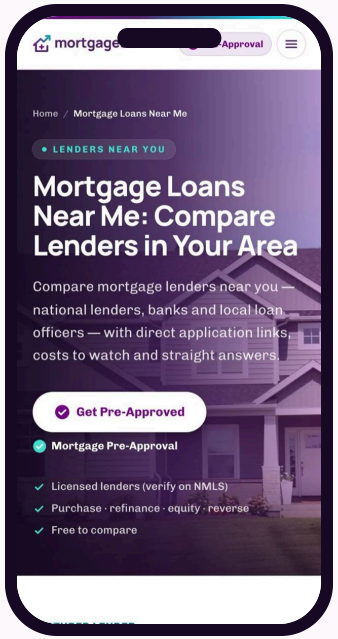
1 · Runs the numbers
Dana and Marcus (illustrative), first-time buyers in Plano, TX, price a $420K home on the payment calculator.



2 · Starts pre-approval
Three short steps; the secret code arrives by text.



3 · Consents
Get Code: exact consent text, timestamp, IP and version stored.



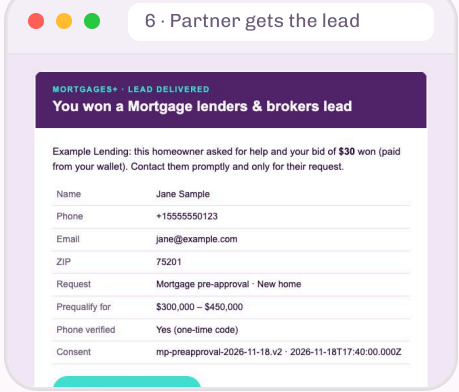
4 · Sees lenders
Verified: lenders near me; CRM record; call-desk follow-up within minutes.

5 · THE AUCTION FIRES (PURCHASE LEAD, MONTH 30 BIDS)

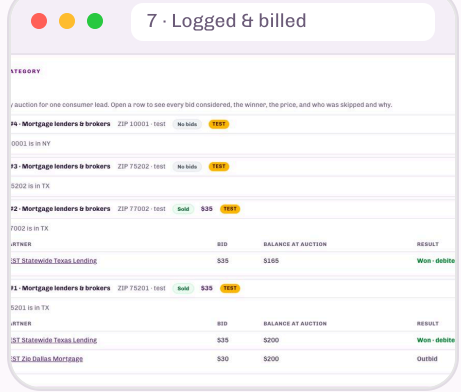
Mortgage partner	**$80 lead · or $2,500 at closing**
Title & escrow	**$47**
Homeowners insurance	**$51**
Real estate agents	**$131**
Home inspection	**$33**
Home warranty	**$33**
Movers	**$37**
Home security	**$42**
Water filtration & treatment	**$56**
If every category buys	**$509**

From one $50 lead. The model assumes only 3% of leads sell in each category in year 3, so this upside is not in the projections.

6 · Partner gets the lead



7 · Logged & billed



8 · If they close, the mortgage partner pays the closing fee and the insurer can offer cover: $33.70 a year recurring to Mortgages+.

TEAM

Operators who have built and scaled a lead engine before.



Jeff Cline

Founder & CEO

Founder of **1-800-MEDIGAP** (20 years): **30,000+ inbound calls** and **$25M+ revenue** at under half the industry cost per acquisition (company-reported) [127].

Founder of **R0cketShip**, the technology behind Mortgages+: predictive data, Quuik private cloud, Money Words, Smart Email.

Dozens of companies built, multiple exits, 25+ years in business development and scaling growth.

Ric Cline

Sales manager · partner sales

Leads business development: the partnership CRM with 4,782 HMDA-reporting lenders, referral links and partner recruitment for all 24 categories.

Marketplace operations

Darlin Brown

Partner approvals, wallet payments, credits, refunds and disputes in the marketplace back office.

HIRING WITH THIS ROUND

Growth marketing lead · **Partner sales executive #1** · **Compliance & licensing manager** · **Head of partnerships** · **Data & platform engineer** · **Partner sales executive #2** · **Controller (fractional → full time)** · **Partner sales executive #3** · **Marketing manager**

VISION

From a mortgage site to the operating system of homeownership.

Every homeowner moment (buy, refinance, insure, move, improve, protect, retire, pass on) runs through one consented relationship, one data layer and one marketplace. That is an ecosystem with value far beyond its lead revenue.

Now	Mortgage + 22 adjacent markets, insurance in-flow, real-time bidding
Next 12 months	Fortune 100 national contract, 10,000 leads/month, state-wide partner coverage
Year 2–3	Predictive scoring sold as data, white-label marketplaces for lenders and insurers
Beyond	Homeowner lifetime value across the R0cketShip network of niches and domains



APPENDIX · KEY ASSUMPTIONS BEHIND EVERY PROJECTION

All projections are forward-looking estimates on these assumptions.

Lead volume	S-curve from 200/month (month 1) to 10,000/month (month 36) at the $1M plan; capped at 10,000. All leads are paid; organic leads excluded.
Mortgage close rate	1% / 2% / 3% of leads in years 1 / 2 / 3 (by the year the lead is bought).
Compliance (RESPA §8)	Per-closing fees on settlement services must not be referral fees. Counsel to structure (e.g. fair-market flat pricing or a compliant marketing-services agreement); the $80/lead path is the conservative fallback.
Marketplace	22 adjacent categories (mortgage lenders and banks/credit unions are the mortgage stream). Each sells to the close % of leads at the winning bid: 60% of the researched mid-price at launch, +20%/yr, floor $25, capped at the top of range.
Team	12 roles phased in months 1–25 (founders below market until M13), 18% burden; call-desk seat per 2,500 leads/month at $4,200.
Build	Technology build ($220K cash), setup and operations are paid: no capex or development cost in the plan; platform line covers hosting and upkeep.
Valuation	Month-36 run-rate × median lead-marketplace multiples (0.74× revenue, 7.5× EBITDA), discounted 3 yrs at 60%; blended with the $750K replacement cost.
Cost per lead	$50 paid marketing (COGS). Fuel above/below $1M: 85% buys leads at $50 + $5 overhead.
Mortgage revenue	50% of leads sold at $80 each; 50% routed for $2,500 per funded loan, paid 3 months after the lead. No lead earns both.
Insurance	Policies = close % × leads, written 3 months after the lead. 10% × $337 = $33.70 per policy per year for up to 10 years, 90% persistency, NPV at 10%.
Partner credits	4% of lead-sale and marketplace revenue for disputes, refunds and payment processing.
Other opex	Brand/content $6K/$10K/$15K, platform $3K/$5K/$7K, compliance $5K/$7K/$8K, G&A $5K/$7K/$9K per month in Y1/Y2/Y3; texts & telecom $500 + $0.45/lead.
Not included	Fortune 100 contract, benefactor funding, organic/SEO leads, revenue after month 36, taxes, interest, and receivable timing beyond the stated lags.
Sensitivity	Every input above is a slider at mortgages.plus/deck; the spreadsheet in the data room carries the full monthly model.

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