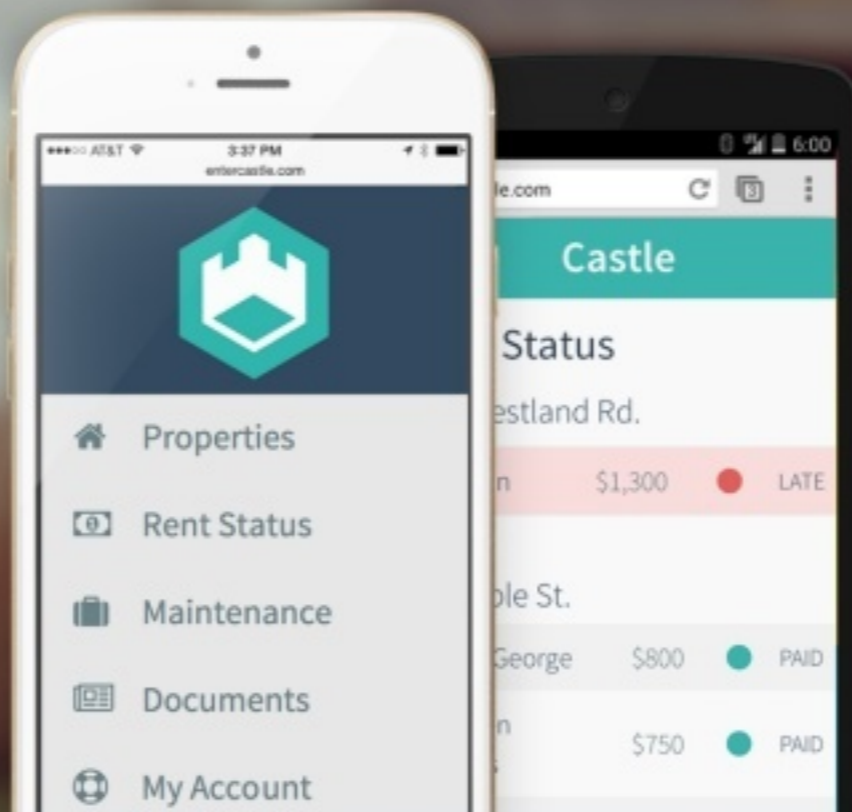




CASTLE

Put your properties on autopilot



entercastle.com

[@entercastle](https://twitter.com/entercastle)

angel.co/castle

Rental property owners want to **make money**
without the work of **being a landlord.**



Currently, owners have **two bad options**:



DIY Landlording

(80% choose this)

- Cheap, but lots of work
- High potential for error
- Owner must live near property



Property Management Company

(20% choose this)

- Easy, but expensive (~25% of profits)
- Low transparency
- Notoriously poor customer service



The solution:

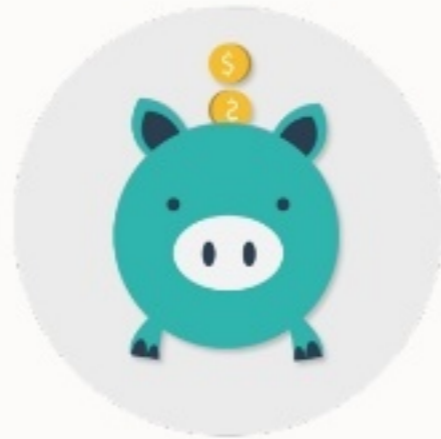
**Automate landlording through
software and on-demand labor.**



How It Works



We find, screen, and onboard tenants,



collect rent,



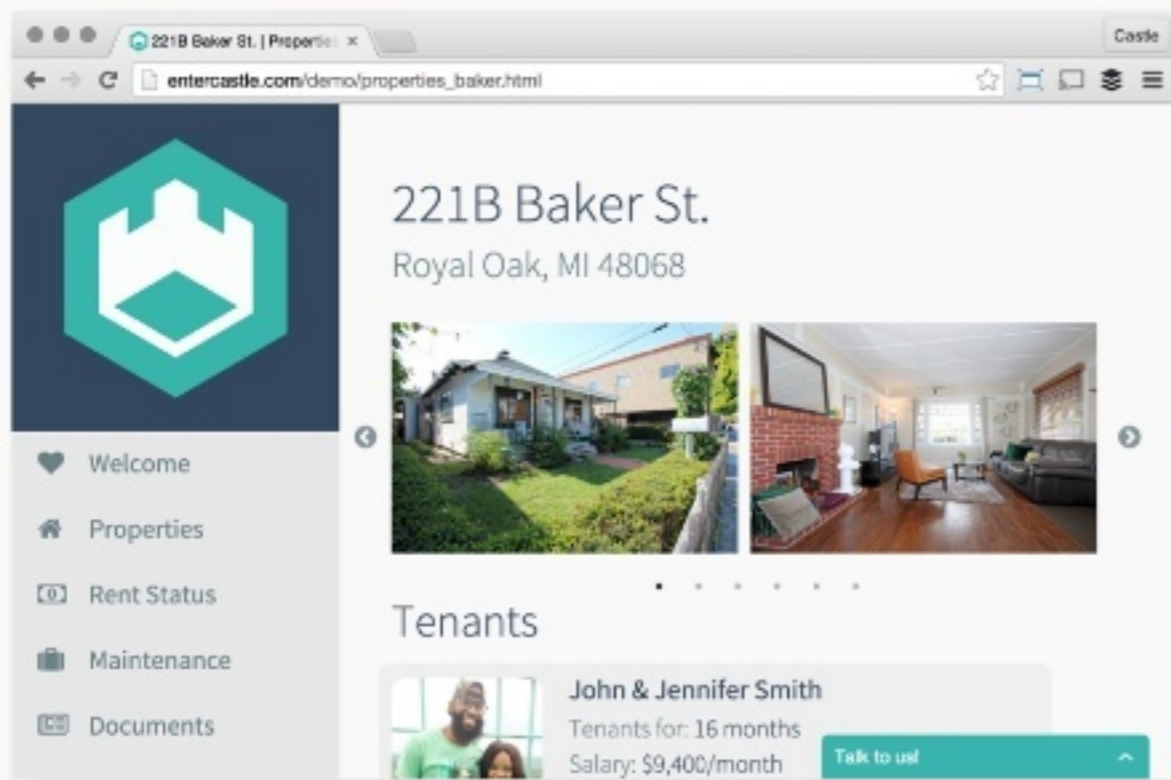
and coordinate maintenance.



Owner enjoys passive income.



The Castle Web App



entercastle.com/demo

Owners

- Occupancy, maintenance, and legal info
- Financial data and analytics

Tenants (coming soon)

- Pay rent
- Report maintenance issues



Owners save 40% with Castle.

Traditional Property
Management

\$130/mo

- 10% of rental income + fees
- ~25% of the average owner's profits

Castle

\$79/mo

- Flat fee of \$79/month
- ~15% of the average owner's profits



Our early traction has been exciting.



And we have some great ways to grow.



Registered Rental Lists

We can obtain rental owners' names and contact information from city governments and market to them directly.



Freemium Tier

We'll let landlords use some of our software for free. When they graduate to full-service management, we'll be the natural choice.



Auto-Responders

We're writing scripts that automatically reach out to landlords looking for help on Thumbtack, BiggerPockets, and other forums.



Tenants

We'll allow tenants to sign up first, then use them to bring their landlords on board.



Competition

Current competitors: traditional property management companies

200k property management companies in the U.S.

180k employ fewer than five people

4 have a national presence

Could become competitors:

Pillow Property management for your Airbnb; could expand.

Cozy Software for landlords; could add on-the-ground services.



Our team: **Venture for America Fellows** who've already built a successful business together.

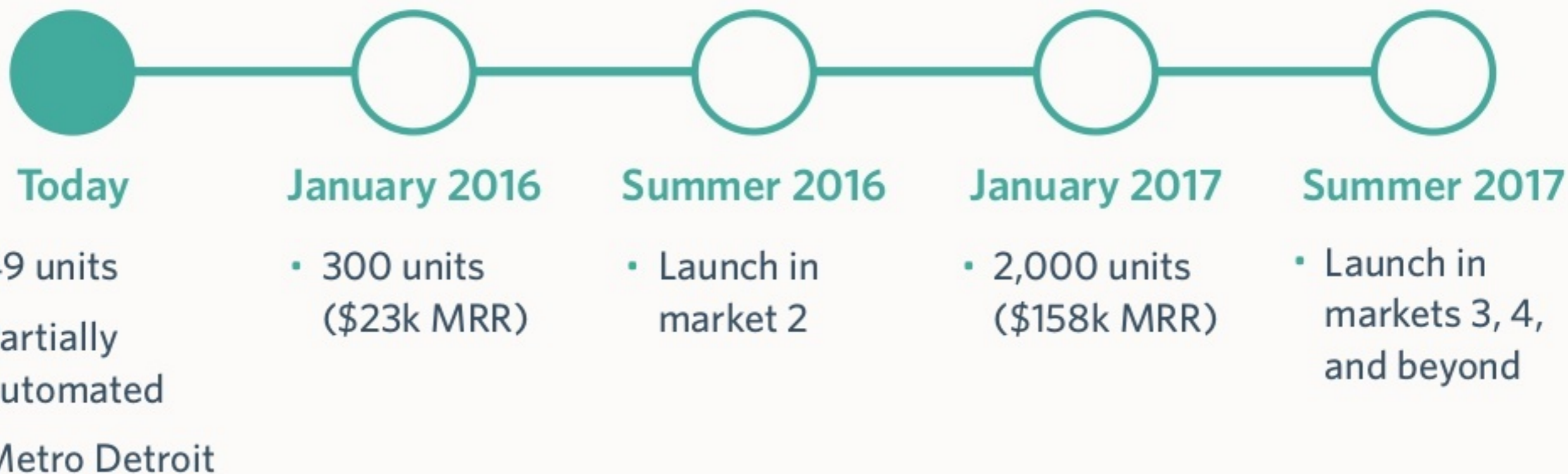


In 2013, we bought an abandoned mansion in Detroit and turned it into a hacker house for other entrepreneurs.

Along the way, we've been covered in Fast Company, Time, and Re/code.



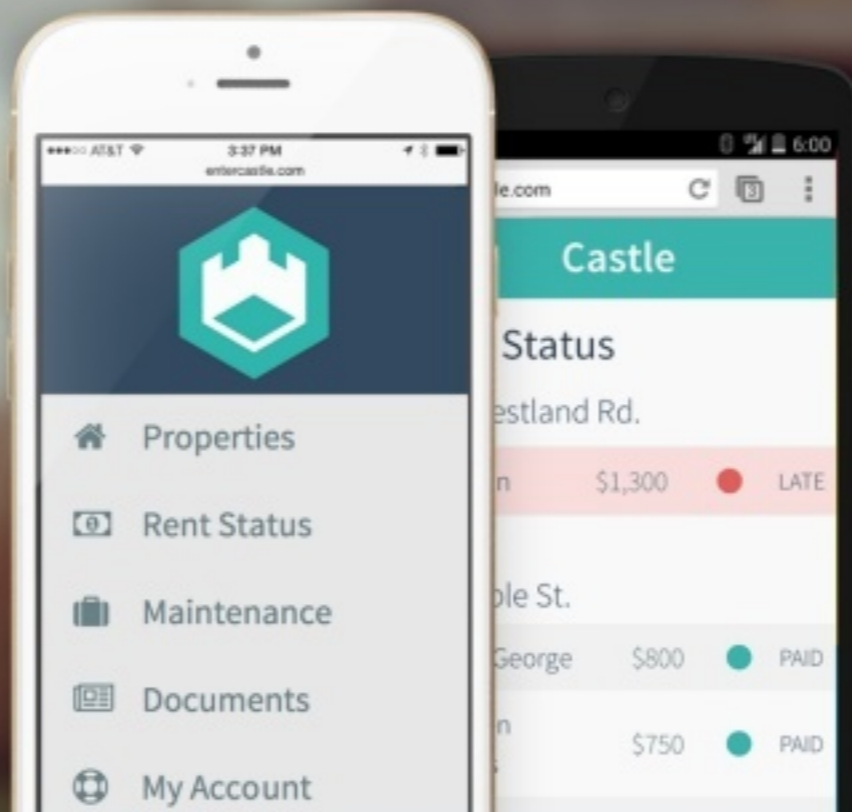
Milestones





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