



VISTA POINT ADVISORS

Real Estate & PropTech Market Update

Q4 2024

I. Executive Summary

Executive Summary

Sector Overview

- Technology boosts efficiency with electronic storage, virtual meetings, and fast document processing. Real Estate and PropTech streamlines transactions and offers buyers unique opportunities.
- The Real Estate and PropTech sector remains resilient in Q4 2024. Climate anomalies have driven up insurance premiums and forced service providers to adopt IoT and AI for proactive building management and risk mitigation.
- Rate cuts boost commercial real estate by improving bank profits, easing credit, and making financing more accessible, driving transactions, prices, and development.

Q4 2024 Report Themes



The Real Estate and PropTech market is expanding rapidly, driven by innovation and customer convenience, while rate cuts boost commercial real estate through easier financing and increased activity.

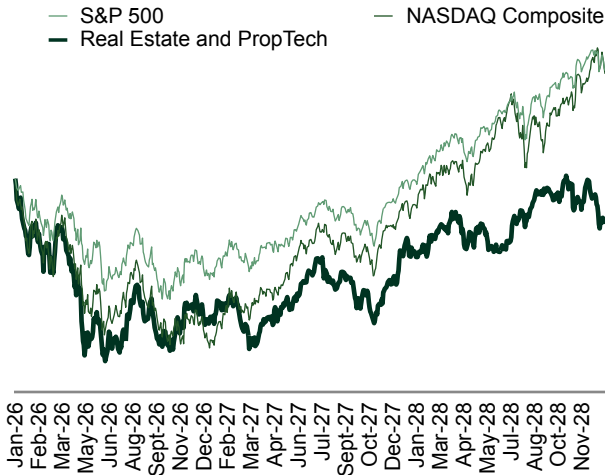


PropTech investments in 2024 focused on AI, Data & Analytics, and VR/AR, highlighting a shift toward efficiency and smarter decision-making.

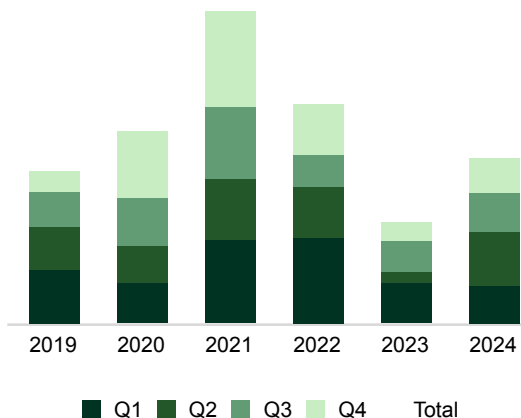


By leveraging advanced tech, startups are transforming real estate, meeting market demands, and driving a more adaptive industry.

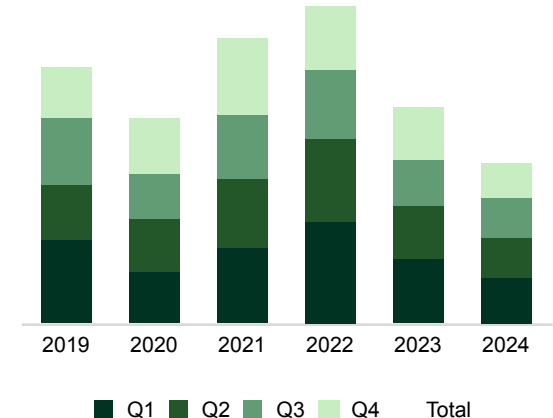
RE & PropTech Companies Performance*



M&A Transactions

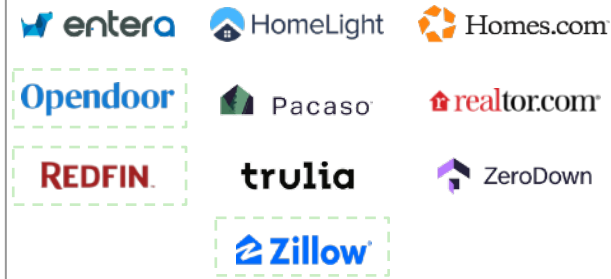


Private Funding Transactions



Select Key Players in Real Estate and PropTech

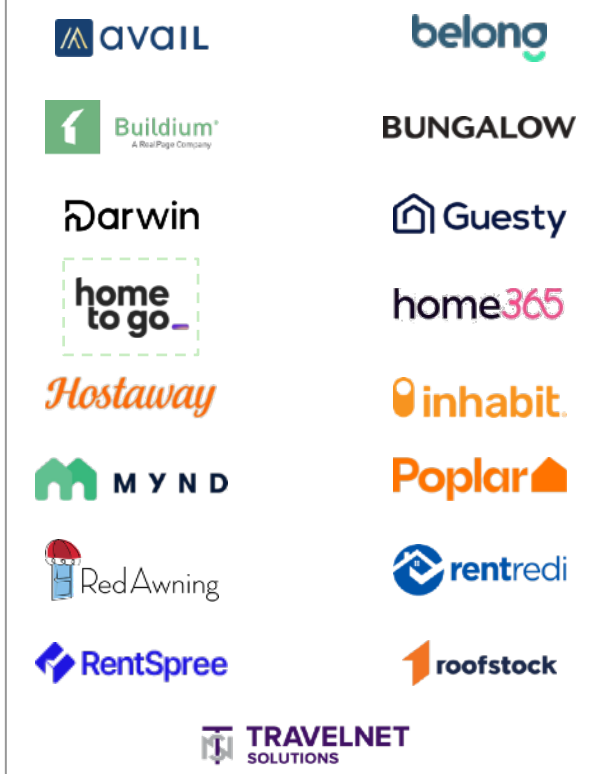
MLS & Marketplaces



Alternative Financing



Rental PMS



Mortgage Tech



Agent Tools



Home Equity & Refinancing



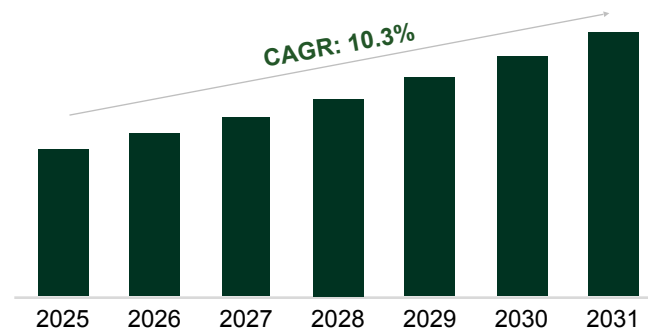
General PMS / Data Platform



Industry Trends and Outlook (1/2)

Real Estate and PropTech Global Market Size (\$b)

- Technology is revolutionizing the real estate industry by boosting efficiency, accuracy, and transparency through tools like ERP, CRM, and business intelligence supported by urbanization and growing software adoption.
- Digital transformation in real estate necessitates connectivity. The surge of Big Data alongside IoT and ongoing tech advancements demands streamlined IT solutions.
- The Real Estate and PropTech market is growing rapidly, fueled by technological innovation and a focus on customer convenience, with residential properties, software solutions, on-premises deployment, and housing associations driving its expansion.



2025 Outlook Trends



AI and Automation

AI-driven tools are enhancing efficiency and transparency in PropTech, with innovations in blockchain and IoT set to transform real estate transactions further.



Smart Buildings

The adoption of smart building technologies continues to rise, focusing on energy efficiency, security, and tenant experience. These technologies include IoT sensors, smart thermostats, and automated lighting systems.



Tenant Engagement Tech

Tech that is enhancing office value and fostering community engagement through social platforms, subscriptions, co-working, and F&B services.



Sustainable Construction/ Materials

The use of alternative materials or methods like green concrete, bamboo, and recycled wood to reduce the environmental impact of construction.



Digital Transactions

Tech targeting untapped efficiencies, markets, and financing options, particularly through blockchain or end-to-end transaction optimization.



Immersive Experience Tech

Virtual Reality (VR), Augmented Reality (AR), haptics and smart displays for usage in property inspections, prototyping, and retail for immersive experiences in real estate.



Artificial Intelligence (AI) and Machine Learning (ML)

AI and ML for data analytics are utilized in two primary use cases – market analysis and BMSs. AI and ML can transform real-time data into predictive analytics.

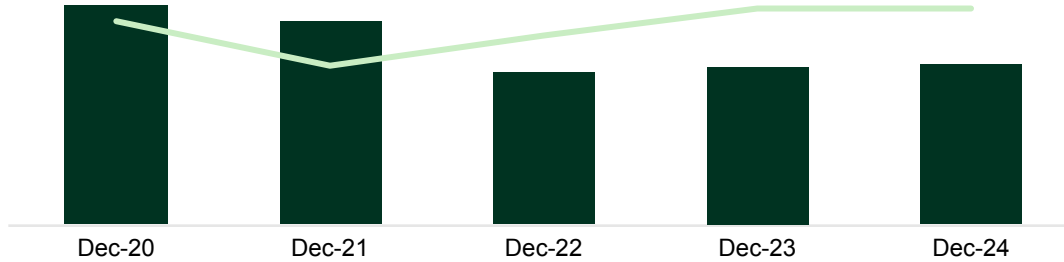


Robotics

Automation and robotics in real estate are used for faster, safer constructions, building security, maintenance inspections, and hospitality services.

Industry Trends and Outlook (2/2)

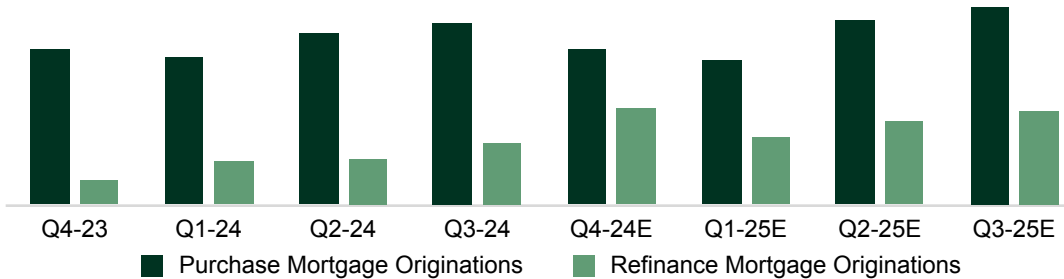
of Newly Listed Homes & Population Growth (%)



From December 2021 to December 2024, newly listed homes fell from 396,076 to 291,173, while the population growth rate increased from 0.2% to 0.6%.

This decline in listings, alongside steady population growth suggests a tightening housing market that could increase competition and drive-up prices, worsening affordability challenges.

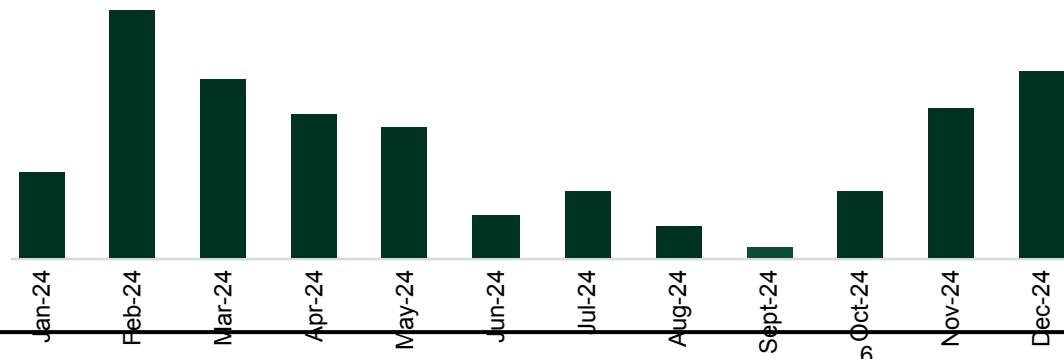
Family Home Mortgage Originations (\$b)



Purchase mortgage originations have risen from 291,000 in Q1 2024 to a projected 282,000 in Q1 2025, after expected to drop to 304,000 in Q4 2024 due to higher interest rates and affordability issues.

Meanwhile, refinance originations are expected to increase significantly, from 52,000 in Q4 2023 to 190,000 in Q4 2024 and expected to drop to 185,000 by Q3 2025, as homeowners seek better refinancing conditions.

U.S. Existing Home Sales ('000s)



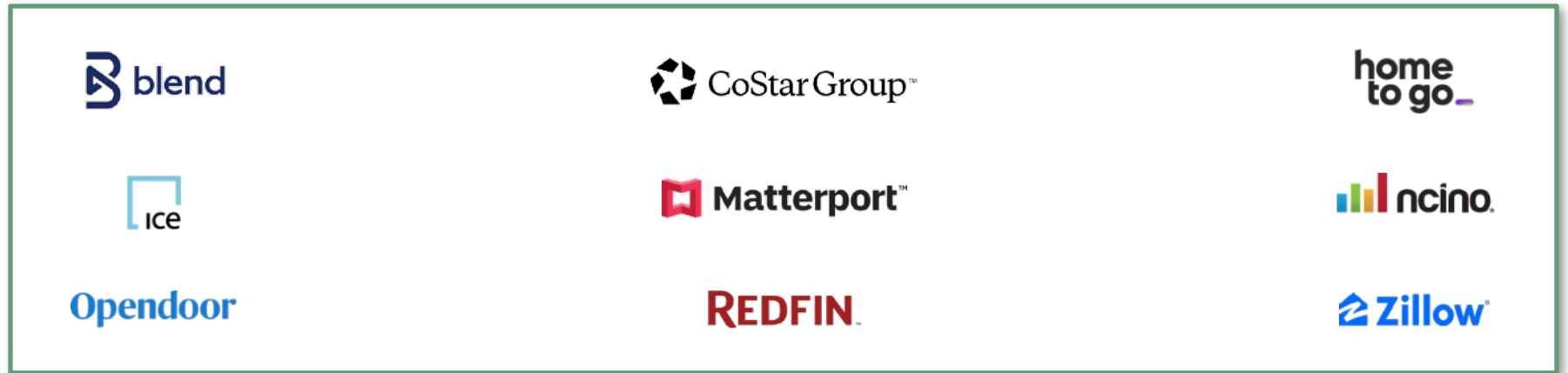
Existing home sales increased by 5.5% from Q3 to Q4 2024. This indicates that overall demand is improving with lower mortgage rates and affordability.

Earlier in 2024, sales peaked at 4,380,000 in February, showing brief market optimism. Currently, increased options for consumers suggest a potential shift in sentiment.

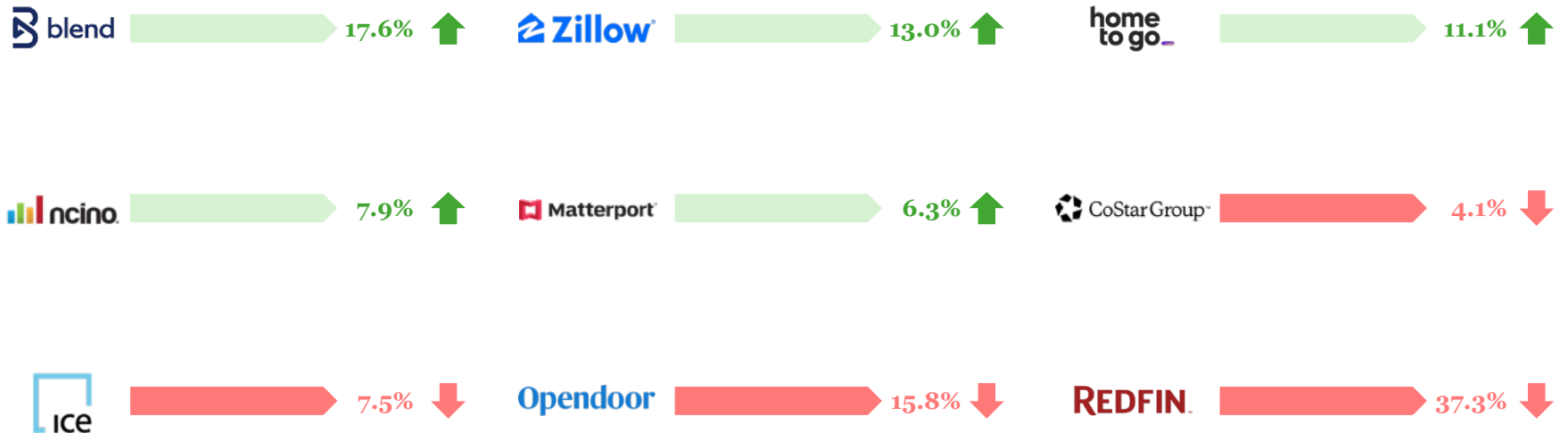
III. Capital Markets & Public Trading Data

Public Companies Performance (1/3)

Select Real Estate and PropTech Public Companies Constituting the Public Index



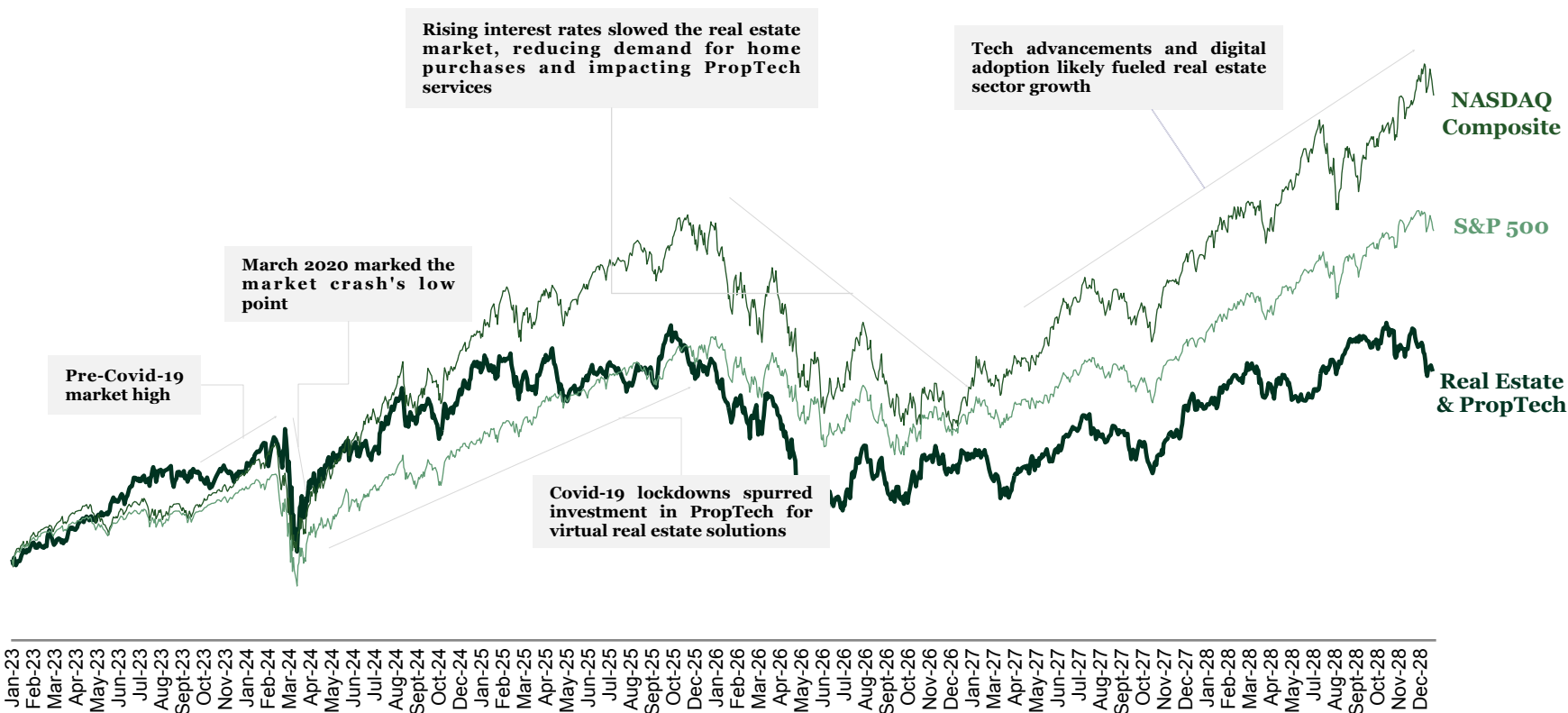
Q4 24 Real Estate and PropTech Companies Performance



Public Companies Performance (2/3)

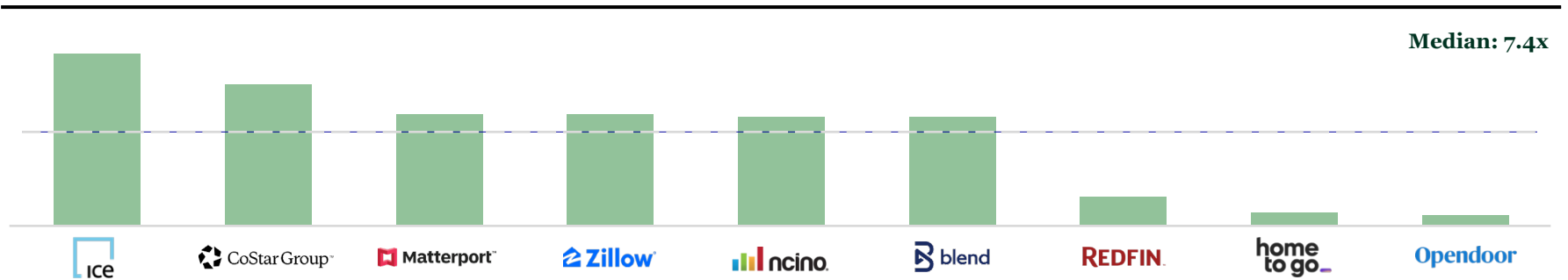
The Real Estate and PropTech software sector underperformed to the S&P 500 and NASDAQ composite. The sector underperformed due to narrowing cap rate spreads and valuation discounts in the real estate sector, coupled with financial pressures and mixed investment trends in PropTech. Broader market volatility, driven by economic uncertainty and shifting federal reserve policies, further exacerbated these challenges.

Index Growth	CY 24	Q4 23	Q4 24
Real Estate & PropTech	7.3%	16.9%	(6.5%)
S&P 500	24.0%	11.2%	3.0%
NASDAQ Composite	30.8%	12.8%	7.8%

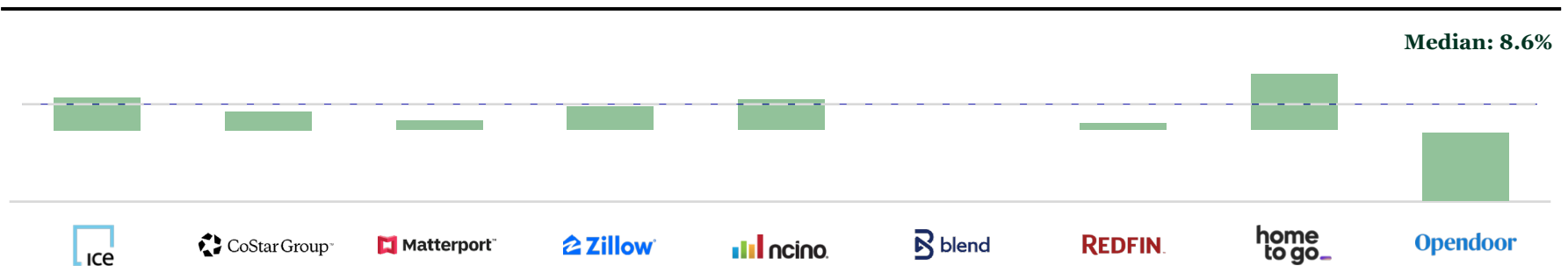


Public Companies Performance (3/3)

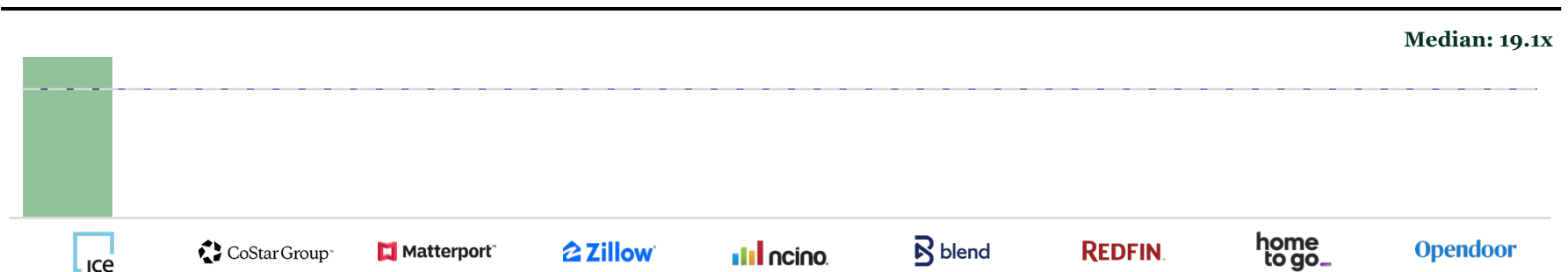
EV/Revenue (LTM)



Revenue Growth (LTM)



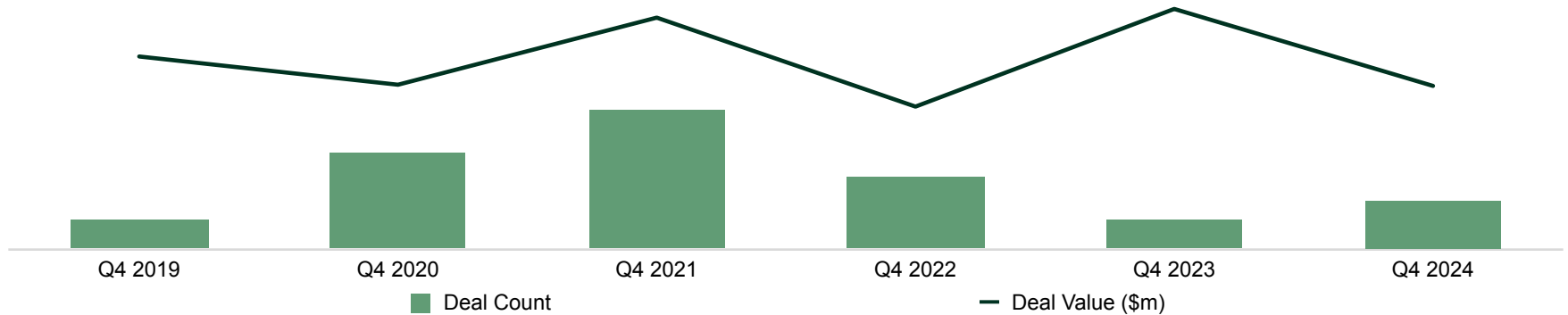
EV/EBITDA (LTM)



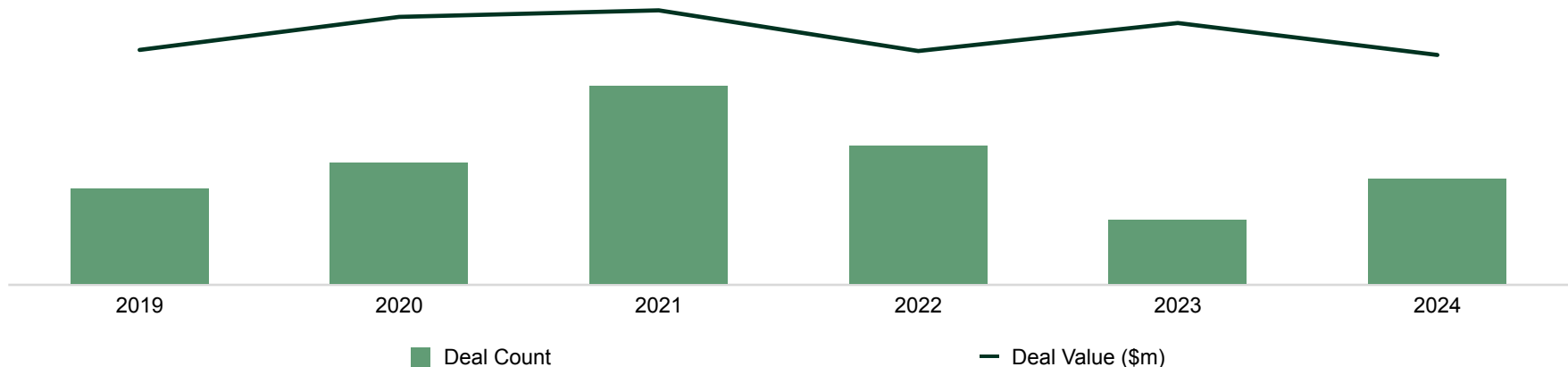
Real Estate and PropTech M&A Activity (1/4)

The M&A landscape in 2024 reflected a cautious yet optimistic approach, with investors and companies strategically positioning themselves to capitalize on emerging opportunities in both traditional real estate and proptech sectors. Banks, lenders, and real estate agencies upgraded technology during the downturn to boost efficiency.

Historical Q4 M&A Summary



Annual M&A Summary



Real Estate and PropTech M&A Activity (2/4)



Most Active Buyout Investors

Active Investors from 2019 – 2024			
Company Name	Investor Type	# of New Investments	Notable Investments
STONE POINT CAPITAL	PE/Buyout	11	
AQUILINE CAPITAL PARTNERS LLC	PE/Buyout	8	
COMPASS	Strategic	7	
LONE WOLF TECHNOLOGIES	PE-Backed Corporation	6	
INSIGHT PARTNERS	Growth/Expansion	5	
LMP LOVELL FINNICK PARTNERS	PE/Buyout	5	
Zillow	Strategic	5	
CoStar Group	Strategic	5	
reaj	Strategic	4	

Real Estate and PropTech M&A Activity (3/4)

Date	Target	Buyer	Sub-Sector	Deal Size	EV/ Revenue	Target Description
10-Dec			Rental PMS	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of an accounting software designed for rental property owners and real estate investors.
5-Dec			Mortgage Tech	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a business growth platform for the residential mortgage industry.
21-Nov			Agent Tools	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of an online real estate platform designed to help people buy and sell homes at a fraction of the cost of traditional brokers.
1-Nov			General PMS	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a real estate platform designed to make the transition from seller to buyer smoother.
30-Oct			Rental PMS	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a cloud-based property management software designed to streamline building management by pairing real-time building control with monitoring intelligence.
22-Oct			General PMS	\$80m	Undisclosed	<ul style="list-style-type: none"> Developer of a relocation platform designed to make the process of moving simple, and advanced.
22-Oct			Agent Tools	\$273m	Undisclosed	<ul style="list-style-type: none"> Designer and developer of end-to-end lease accounting and management software.
10-Oct			Alternative Financing	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Operator of a digital home loan lending platform designed to simplify financing.

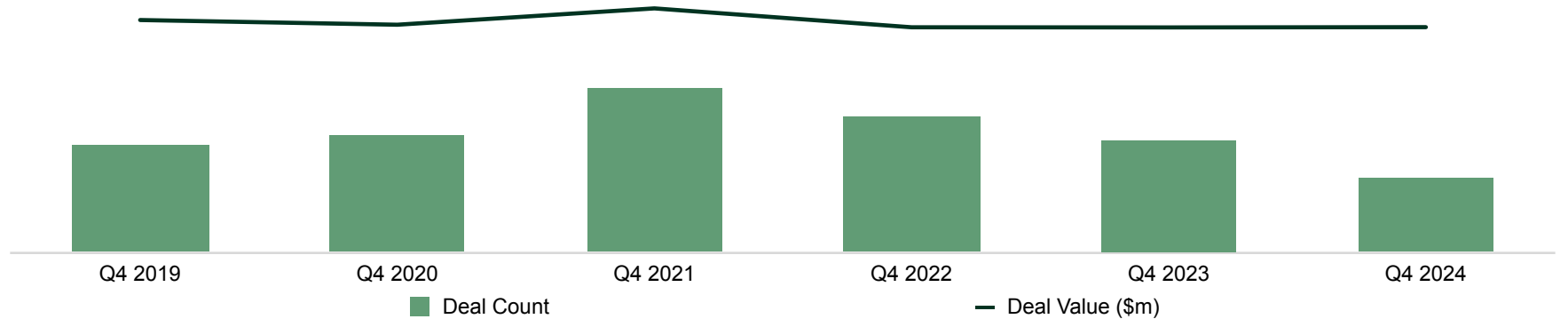
Real Estate and PropTech M&A Activity (4/4)

Date	Target	Buyer	Sub-Sector	Deal Size	EV/ Revenue	Target Description
8-Oct	Virtual Staging AI	 Zillow	Agent Tools	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a furnishing platform to furnish images of empty rooms with one click digitally.
1-Oct	RAISE	 JLL	MLS & Marketplaces	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a commercial real estate platform designed to provide service in finding and managing the workplace.
Median				\$176m	NA	

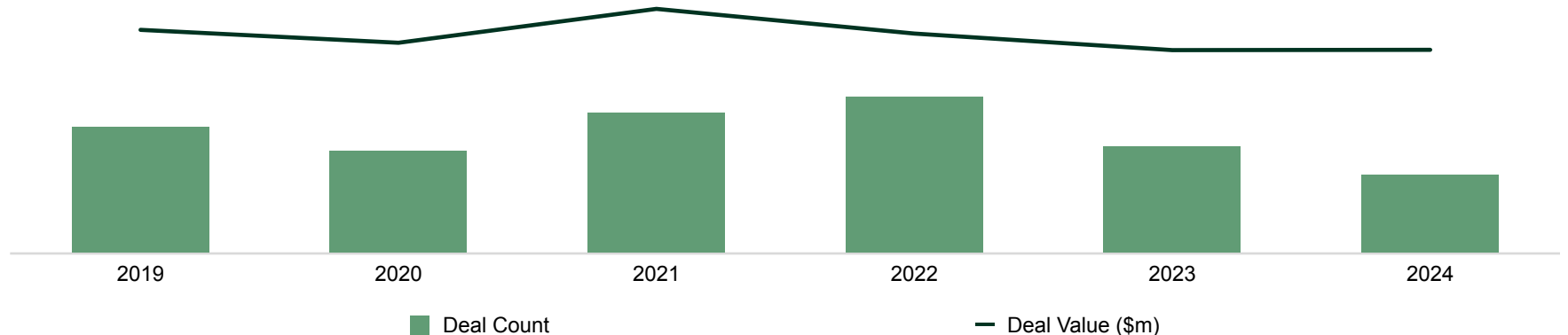
Real Estate and PropTech Investment Activity (1/6)

In 2025, the trends observed in 2024 are expected to persist. Debt financing and private equity will likely remain dominant, while early-stage funding may rebound as investors gain confidence in the market's stability. Sectors like AI, sustainability, and construction tech will continue to attract significant investment, shaping the future of proptech.

Historical Q4 Financing Summary













































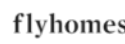











































Annual Financing Summary



Real Estate and PropTech Investment Activity (2/6)












Most Active Minority Investors

Active Investors from 2019 – 2024			
Company Name	Investor Type	# of New Investments	Notable Investments
 SECOND CENTURY VENTURES	Venture Capital	35	 Courted.io  DEALIUS  glide  HouseCanary  knock  unlock.
 Gaingels	Venture Capital	22	 alcove  Anyplace  AVENUE 8  Better  bob.ai  BUNGALOW  Azibo
 FJ LABS	Venture Capital	22	 ACRE  alcove  CREXI  EasyKnock  HomeOptions  June HOMES  knock.
 FIFTH WALL	Venture Capital	20	 Aloft  belong  blend  Darwin  doma  setpoint  POLLY/
 ZIGG	Venture Capital	17	 AVENUE 8  kasa  snapdocs  SPRUCE  TOMO  Valon  willowservicing
 andreessen horowitz	Venture Capital	17	 Aloft  belong  Divvy  flow  flyhomes  setpoint  Valon
 FOUNDERS FUND	Venture Capital	16	 blend  BUNGALOW  ROAM  snapdocs  SUNROOM LEASING  up&up  Vontive
 khosla ventures	Venture Capital	16	 BUNGALOW  Darwin  <Lessen  Opendoor  Mainstay  POLLY/  Azibo
 metaprop.	Venture Capital	15	 Doorstead  ENKASA  HomeLester  Latchel  Light RFP  Morty  100
 Alumni Ventures	Venture Capital	12	 Better  COMPASS  EasyKnock  Houwzer  Prevu  Summer  UpEquity
 MODERNE VENTURES	Venture Capital	11	 EasyKnock  modwell  piñata  RealReports  RentCheck  sisu

Real Estate and PropTech Investment Activity (3/6)

Date	Target	Buyer	Sub-Sector	Deal Size	EV/Revenue	Target Description
17-Dec	 acre	 anthemis	Home Equity & Refinancing	\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of a real estate technology platform intended to improve homeownership.
17-Dec	 Final Offer*	 SILICON GARDENS	Alternative Financing	<\$10m	Undisclosed	<ul style="list-style-type: none"> Operator of a real estate transaction platform intended to make the home buying and selling process transparent and efficient.
5-Dec	 MAX HOME	 BBGV	Agent Tools	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of a real estate platform designed to automate tasks and transactions.
3-Dec	 fixle	 AMERICAN FAMILY INSURANCE  cintrifuse CAPITAL	Rental PMS	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of a property technology platform designed to simplify home maintenance, repairs, and management for homeowners and service providers.
2-Dec	 inhabit.	 GSV GREATER SUM VENTURES*  BLACKSTONE GROUP	Rental PMS	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of property management software for residential, commercial, and vacation rental management industries.
1-Dec	 homeward	 harmony partners	Mortgage Tech	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Operator of a home buying company intended to partner with agents to help buyers and sellers overcome the stress of market sales and financing contingencies.
1-Dec	 Qualia	 WESTCAP	Agent Tools	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a real estate transaction management platform designed to simplify the real estate closing process.
26-Nov	 pylon	 citi VENTURES	Mortgage Tech	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a mortgage-lending-as-a-service platform intended to originate, underwrite, process, fund, and close loans.
14-Nov	 LEFT MAIN REI	 CHARLOTTE ANGEL FUND	Agent Tools	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a real estate customer relationship management system designed to optimize the lead intake to buy and sell homes.




Real Estate and PropTech Investment Activity (4/6)

Date	Target	Buyer	Sub-Sector	Deal Size	EV/Revenue	Target Description
6-Nov	 ACE HOA SOFTWARE	 SHACKLETON EQUITY PARTNERS	Rental PMS	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Provider of cloud-integrated software for property management companies.
6-Nov	 flex.	 citi VENTURES	General PMS	\$200m	Undisclosed	<ul style="list-style-type: none"> Developer of an online financial platform designed to pay and receive rent as scheduled.
6-Nov	 SwiftConnect	 QUADRI	Rental PMS	\$37m	Undisclosed	<ul style="list-style-type: none"> Developer of a property management platform designed to make building access and visitor management simple.
4-Nov	 BUNGALOW	 Gaingels	MLS & Marketplaces	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Operator of a residential real estate platform intended to provide homes with roommates for early career professionals.
4-Nov	 UNLISTED	 HARVEST VC 414	MLS & Marketplaces	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of a real estate technology platform designed to connect off-market homeowners with potential buyers and agents.
1-Nov	 attain	 anges capital	Agent Tools	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a home ownership platform designed for preparing, signing, sharing, and executing ownership agreements.
1-Nov	 HomeTraQ	 IMPACT FOUNDATION	MLS & Marketplaces	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Operator of a brokerage technology platform intended to connect a potential homebuyer with a local real estate agent.
1-Nov	 RetroRate	 SWIFT VENTURES	Home Equity & Refinancing	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of real estate software designed for agents, clients, brokers, and servicers to find, analyze, and market homes with assumable loans.
31-Oct	 FLUID	 LiveOak VENTURES	Mortgage Tech	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of a real estate technology platform designed to streamline the real estate lifecycle experience.

Real Estate and PropTech Investment Activity (5/6)

Date	Target	Buyer	Sub-Sector	Deal Size	EV/Revenue	Target Description
31-Oct	 MagicDoor	 SHADOW VENTURES	Alternative Financing	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of cloud property management platform intended for landlords and real estate managers.
31-Oct	 rentkit	 TinySeed	MLS & Marketplaces	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of rental management software intended to streamline operations and improve profitability for equipment and event rental businesses.
30-Oct	 InTelo	 SEEDS OF BRAVERY Support of Mission-Driven Tech Startups	General PMS	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of customized rental management software designed for local and independent regional rental operators.
29-Oct	 doorloop	 JMI EQUITY	Home Equity & Refinancing	\$100m	Undisclosed	<ul style="list-style-type: none"> Developer of customizable property management software designed to manage the real estate portfolio.
24-Oct	 BLUE222	 Y Combinator	General PMS	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of an internet-based platform designed to help bid and schedule real estate inspections.
24-Oct	 Inspectify	 Munich RE	Rental PMS	\$15m	Undisclosed	<ul style="list-style-type: none"> Developer of a technology-driven platform intended to streamline the home inspection process.
19-Oct	 smover	 Google for Startups	Home Equity & Refinancing	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of an online real-estate platform designed to let people buy and sell real estate seamlessly.
19-Oct	 smover	 NVIDIA INCEPTION PROGRAM	MLS & Marketplaces	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of an online real-estate platform designed to let people buy and sell real estate seamlessly.
17-Oct	 Enaia	 LACONIA HEARTLAND VENTURES	Rental PMS	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of a business insight platform designed to facilitate how commercial real estate brokers dynamically partner, access information, and run their businesses.

Real Estate and PropTech Investment Activity (6/6)

Date	Target	Buyer	Sub-Sector	Deal Size	EV/Revenue	Target Description
15-Oct	 homie		MLS & Marketplaces	<\$10m	Undisclosed	<ul style="list-style-type: none"> Developer of an AI-powered roommate and accommodation matching platform designed to help students and young professionals find their next home.
8-Oct		 	General PMS	<\$10m	Undisclosed	<ul style="list-style-type: none"> Operator of a rental software platform intended for multifamily fraud prevention.
1-Oct		MERIDIAN	Home Equity & Refinancing	Undisclosed	Undisclosed	<ul style="list-style-type: none"> Developer of a property finance management platform intended to monitor and negotiate property taxes, home insurance, exemptions and energy costs.
1-Oct			MLS & Marketplaces	<\$10m	Undisclosed	<ul style="list-style-type: none"> Operator of a real estate brokerage platform intended for home buyers to buy a home by just paying a simple fee.

IV. Vista Point Advisors Overview & Credentials

A Truly Unconflicted Approach

**Vista Point Advisors Is
The Leading Sell-Side
Investment Bank
Exclusively Focused On
M&A and Capital Raising
For Founder-Led
Software And Internet
Companies**

- Focus on **Founder-Led**, minimally-funded businesses

- Unconflicted advice: **exclusively** a sell-side advisor

- Software and Internet domain expertise

VPA Key Metrics

120
TRANSACTIONS

22
INVESTMENT BANKERS

24%
CROSS BORDER DEALS

\$50 – \$400M
TRANSACTION SIZE RANGE

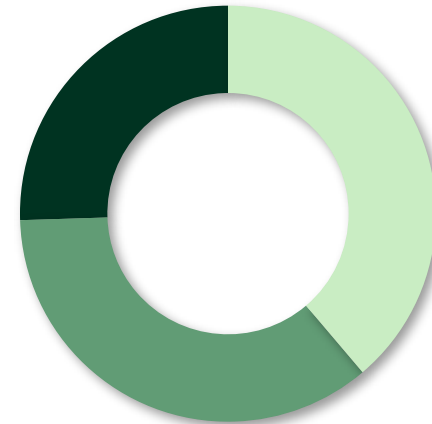
\$7.8B
TOTAL ENTERPRISE VALUE

\$6.0B
LIQUIDITY TO FOUNDERS

100%
SELL-SIDE TRANSACTIONS

1,500+
LOIs RECEIVED

10+ Years
SENIOR BANKER TENURE



Leading Advisor to Closely-held Technology Companies

In the past 3 years, here are our results:

51











































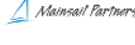








































CLOSED TRANSACTIONS

\$4.3B

ENTERPRISE VALUE

9.0x

AVG. ARR MULTIPLE

 acquired by 	 investment from 	 acquired by 	 acquired by 	 acquired by 	 investment from 	 acquired by 
 acquired by 	 acquired by 	 acquired by 	 acquired by 	 investment from 	 investment from 	 investment from 
 acquired by 	Undisclosed investment from 	 investment from 	 acquired by 	 acquired by 	 acquired by 	 acquired by 
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For Founders

Perspectives

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Insights

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SaaS Founder Focus in an Election Year: Separating Hype from Market

The Pitfalls of Prematurely Sharing Data with Investors

The Reason So Many Private Equity Firms Call You

Why Do So Many Private Equity Firms Call You?

Michael Lyon
VISTA POINT ADVISORS

The Do's and Don'ts of Sell-Side Due Diligence

Why Hire an Investment Banker When Selling Your Company

Transaction Options: Minority vs. Majority vs. Full Sale

Michael Lyon
VISTA POINT ADVISORS

Sell-Side Stories

[Browse All Founder Stories](#)



Keeping Buyers Competitive Through Non-Exclusive Diligence

By: Jonathan Pototschnik
Co-Founder, Service Autopilot



Reaching a High Valuation Through Strategic Positioning

By: Jake Harrington
Founder, On-Site

The Path To Exit

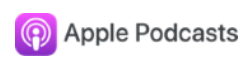
A VISTA POINT ADVISORS PODCAST

Learn what every technology founder needs to know as they grow their business towards an eventual M&A transaction.

In this podcast, Mike Lyon from Vista Point Advisors chats with tech founders and the VPA team to address questions like: - What is the process for selling a software or internet business? - What drives the valuation of a SaaS business? - What are my different transactions options? - And more.



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Unconflicted Advice

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