

Maira

Voice-First AI Employees for Real Estate

REALLM REALTY INC. · TRYMAIRA.COM

PREPARED FOR PROPTech ANGEL GROUP

THE PROBLEM

60%

OF AN AGENT'S DAY
SPENT ON ADMIN ·
NOT CLOSING DEALS

EVERY AI TOOL SAYS "AI-POWERED." YOU'RE STILL DOING THE WORK.



15+ disconnected tools

Your stack doesn't talk to itself.



Leads go cold while you do admin

One missed follow-up costs a deal.



AI tools still need babysitting

Chatbots. Not employees.



\$47,000 per agent per year

Cost of manual admin — before a single salary.

"Not another tool your employees use. Employees you don't have to hire."

Maira customer
story

THE SOLUTION

Not a copilot. A fleet of AI employees.

01 Not a tool. An employee.

Drafts follow-ups, updates CRM, books appointments, creates content · autonomously.

02 Voice-first. Built for the car.

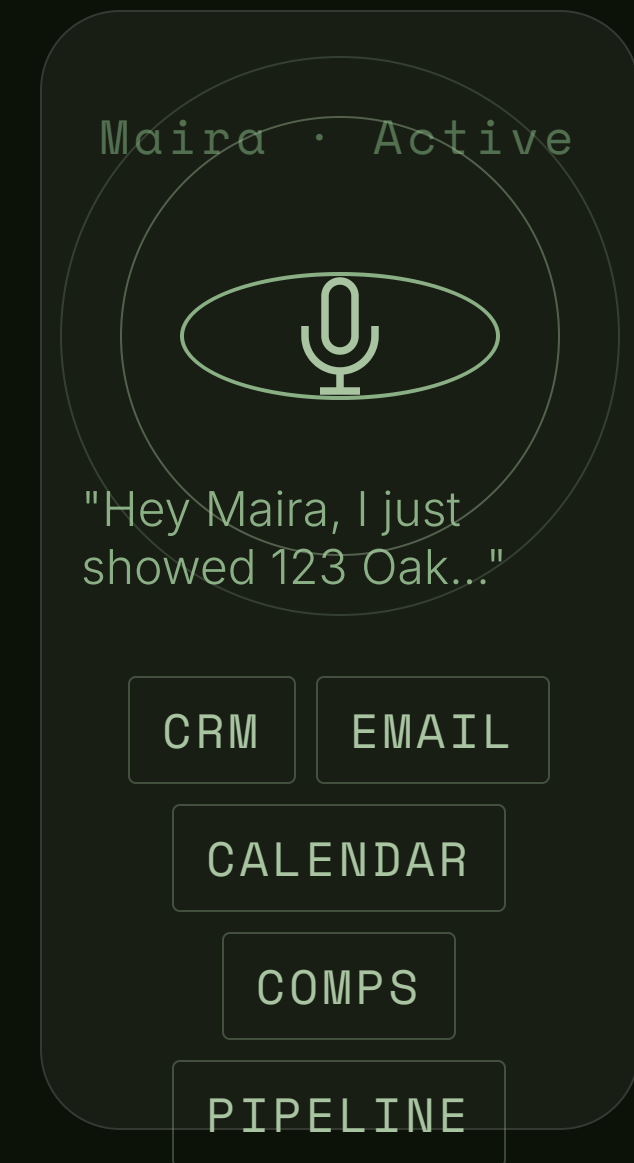
Talk between showings. Maira handles the rest while you drive.

03 Supplements, never replaces.

People buy from people. Maira makes sure nothing falls through the cracks.

04 Compounds daily.

Deploys in 15 minutes. Gets smarter every day.



From one voice command to a complete workflow



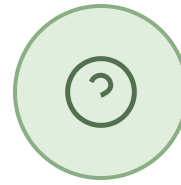
Showing ends

Agent gets in the car.



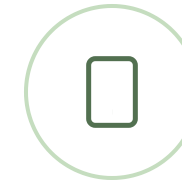
Voice debrief

"Hey Maira, I just showed 123 Oak to the Johnsons. They loved it but want to think overnight."



Maira acts

- UPDATES CRM
- DRAFTS EMAIL
- PULLS COMPS
- BOOKS THURSDAY
- FLAGS HIGH INTENT



Agent approves

One tap. Done.



Maira learns

Every interaction makes the next smarter.

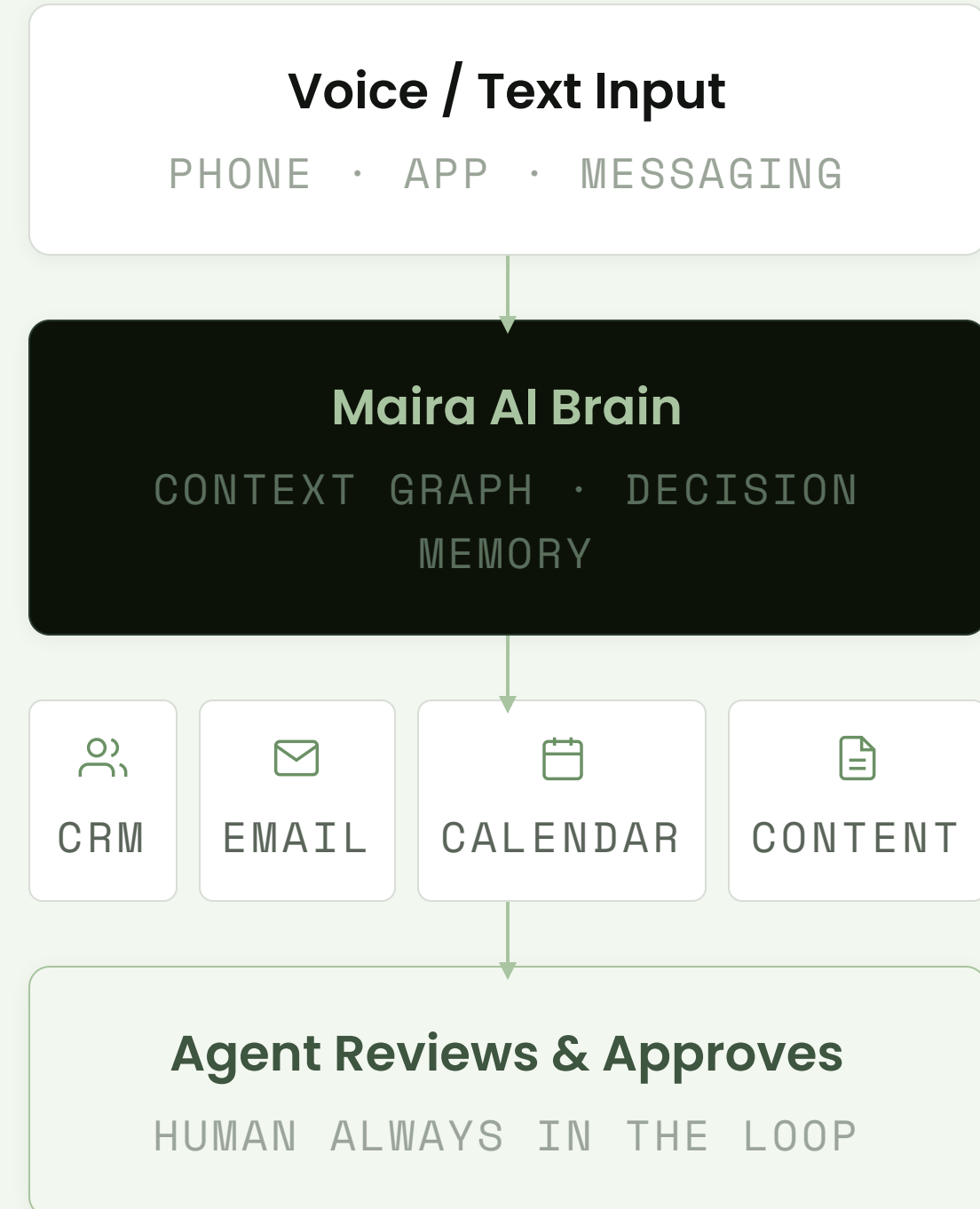
4+ hrs

SAVED PER AGENT PER WEEK · ZERO MANUAL CRM ENTRY

SIMPLE FOR AGENTS. POWERFUL UNDERNEATH.

The Maira Architecture

- **Voice or Text Input**
Call, text, or app — whatever's natural.
- **AI Brain + Context Graph**
Understands intent. Remembers the *why*.
- **Coordinated Outputs**
CRM, email, calendar, content — all synchronized.
- **Human in the Loop**
Nothing reaches a client without approval.



Three Maira Tiers

PERSONAL AGENT

\$300

/month · self-serve

- 1 AI employee
- CRM, follow-ups, scheduling
- Self-setup in minutes

FOUNDATION / GROWTH

**\$2,500–
\$5,000**

/month · guided onboarding

- AI employee per agent
- Team dashboard + analytics
- 1-week guided onboarding

ENTERPRISE

\$10K+

/month · white-glove

- Full AI department
- 10+ agents deployed
- White-glove onboarding

90%+

GROSS MARGIN

67%

SAVINGS VS. HIRING A FULL-TIME
EA

24/7

ALWAYS AVAILABLE

TRACTION

\$164K

ARR · UP FROM \$10K



2 FOUNDERS · \$5K/MO BURN

32:1

REVENUE / BURN RATIO · \$5.47 ARR PER \$1 INVESTED

MILESTONES

- **Enterprise Client · LIVE**
\$150K/yr · 12 AI agents deployed
- **3 Personal Agent customers**
SF Bay Area · \$200/mo each
- **4th customer converting**
DM to booked call in <24 hours
- **4 enterprise deals in pipeline**
Avg contract tracking >\$100K/yr
- **SF brokerage · term sheet stage**
One of the largest independents in SF
- **110+ outbound touches · 4% Day 1 reply**
2-4x industry average

MARKET OPPORTUNITY

\$33.8B Market. Five Underserved Segments.

\$13B **Residential Agents**
1.5M NAR members · \$300/mo

\$10.8B **Developers & Builders**
150K NAHB firms · Foundation tier \$2,500/mo

\$6.5B **General Contractors**
150K residential-focused GC firms

\$3.5B **Commercial Brokers**
200K US commercial brokers

TOTAL ADDRESSABLE MARKET

\$33.8B

TOTAL TAM · 5 SEGMENTS

\$5.2B

SAM · TECH-FORWARD US
SEGMENT

\$44M

SOM · YEAR 3 TARGET

50 enterprise × \$150K/yr + 10K agents ×
\$300/mo

TRADITIONAL CRM

CRMs show you *current state*

NAME	John Smith
STATUS	Lead
BUDGET	\$500K
LAST CONTACT	4/15
NEXT STEP	Follow up

Current state only. No context. No reasoning.

Salesforce · kvCORE · Follow Up Boss
All store objects. None store decisions.

Maira Context Graph

Maira builds *longitudinal signal*

"Deals with follow-up under 2 hours closed 3x faster — so Maira starts doing the follow-up automatically."

- **Every interaction = a decision trace.** Calls, emails, showings, texts · all feed the graph.
- **Compounds daily.** Day 30: Maira knows your clients better than you do. Day 365: irreplaceable.
- **Switching cost = institutional knowledge.** The moat deepens with every conversation.

Inspired by Foundation Capital's Context Graph thesis (Ashu Garg & Jaya Gupta) · Building it for real estate.

VS

No One Else Deploys AI Employees

CAPABILITY	Maira	SIDEKICK AI	LOFTY / CHIME	COMPASS AI	KVCORE / FUB
Autonomous AI Agents	✓ Full autonomy	✗ Lightweight	✗ Workflow rules	✗ Internal only	✗ Triggered automations
Voice-First	✓ Built for the car	✗ Text only	✗ Text only	✗ Text only	✗ Text only
Context Graph	✓ Compounds daily	✗ No memory	✗ Static CRM	? Unknown	✗ Static CRM
CRM + Email + Calendar + Content	✓ All-in-one	~ Limited	~ CRM-centric	~ Search-focused	~ CRM-centric
Available to Independents	✓ Self-serve	✓ Yes	✓ Yes	✗ Compass only	✓ Yes
Enterprise Deployed	✓ 12 agents live	✗ No	~ Limited	✗ Internal	~ Limited

Not Zapier with GPT. **Compounding intelligence** — the only fleet that gets smarter the longer it runs.

GO-TO-MARKET

Start with one agent. Scale to the brokerage.

- 1 Individual Agents**
\$300/mo · self-serve · voice-first
- 2 Teams & Mid-Market**
\$2,500–\$5,000/mo · agent love drives adoption
- 3 Enterprise Brokerages**
\$10K+/mo · proven with Enterprise Client
- 4 Adjacent Verticals**
Developers, builders, GCs, commercial brokers

\$300
AGENT / MO



\$5K
TEAM / MO



\$150K
ENTERPRISE / YR



\$33.8B
FULL TAM

WHY WE WIN ENTERPRISE

4

ENTERPRISE DEALS IN PIPELINE

4%

DAY 1 DM REPLY RATE ·
2–4× AVG

15 min

TIME TO DEPLOY

Day 1

NEW HIRES PRODUCTIVE IMMEDIATELY

TEAM

Built by an Agent. Scaled by AI.



Andrew McGrath

CEO & CO-FOUNDER

5 years Bay Area residential RE. Rose from intern to overseeing 80% of ops on a \$100M/yr team at Vanguard Properties. Built the product he needed. Leads sales, GTM, and product vision.

"Maira saved me 10+ hours my first week. I drafted 4 offers from my car using voice memos."



George Humphreys

CTO & CO-FOUNDER

Station F Accelerator Alum. Built Maira's entire AI stack from scratch: the Context Graph, multi-agent orchestration, and voice pipeline. Owns all of engineering.



Luba

FOUNDING PARTNER & AI REAL ESTATE STRATEGIST

Top-producing SF agent at Vanguard Properties. Uses Maira daily in her own business. Our most credible proof point, a practitioner who chose the product.

"My AI assistant triages my inbox at 6am and searches for listings while I sleep. The relationships stay human, now I actually have time for them."

THE AI FLEET

23
AI AGENTS LIVE · ACROSS ALL FLEETS

RAISING:

\$1M at a \$9M Post-Money Valuation SAFE

- Use of funds

40% Sales

25% Engineering

15% Marketing

10% Ops / Legal

10% Reserve

CAPITAL EFFICIENCY

\$5.47

ARR PER \$1 INVESTED

32:1

REVENUE / BURN RATIO

**Net
Profitable**

\$5K/MO BURN · 2

FOUNDERS · \$164K ARR

PRIOR RAISE: \$30K FROM

2 ANGELS

APPENDIX

Supporting Materials

Enterprise Case Study · Field Testimonial

Enterprise Client Case Study

ENTERPRISE DEPLOYMENT · LIVE

\$150K

12

ANNUAL CONTRACT AI AGENTS DEPLOYED

- Full AI department operational
- Client success portal live
- 85%+ deployed on first engagement

MOBILE VOICE
INTERFACE

CRM CONTEXT GRAPH
DASHBOARD

TEAM / FOUNDATION
TIER DASHBOARD

ENTERPRISE CLIENT
CLIENT PORTAL

FIELD TESTIMONIAL

"I use Maira every day. I won't go back to working without it, it knows my clients better than I do."

CLIENT WITH 12 AI AGENTS DEPLOYED



Luba Muzichenko

FOUNDING PARTNER · ACTIVE SF AGENT · TOP PRODUCER

“I show it off to whoever is willing to listen to me.”

2–3 wks

OF ADMIN WORK COMPLETED IN HER FIRST WEEK

\$4K+

SAVED · MONTH 1

Daily

IN PRODUCTION USE

Voice

FROM THE CAR

WHAT ABEL DOES FOR HER · EVERY DAY

- **Content in her voice**

Blog posts, notecards — she can't tell Abel wrote them

- **Email triage**

Morning scan · noon digest · receipts filtered out

- **CRM + follow-up**

Automated sequences for her full pipeline

- **Meeting prep + research**

Briefings before every appointment · comps on demand

“It's seriously been great. I'll never go back to doing this manually.”

Real Estate Developer & General Contractor

\$10K

ANNUAL CONTRACT

1

ANNUAL CONTRACT

\$37K

YR 1 SAVINGS

PLATFORM DEPLOYMENT · ACTIVE

\$10K

1

ANNUAL CONTRACT

AI CONSTRUCTION PLATFORM DEPLOYED

- Project tracking, sub follow-ups, client comms automated
- Comp pulls, zoning, permit timelines via voice
- Same fleet architecture as enterprise — right-sized for one firm

PRICING MODEL

\$833/mo

Billed annually · \$10K/yr

vs. \$47K/yr cost of a human admin assistant

WHAT MAIRA HANDLES

Project & Subcontractor Ops

Follow-up sequences, RFI tracking, change order documentation, schedule alerts

Client & Investor Communications

CRM

Market & Site Research

YR 1 SAVINGS

\$37K+

ANNUAL SAVINGS VS. HUMAN ADMIN

\$47K human cost - \$10K Maira = \$37K saved per firm/yr