

Rentalize

The operating system for property management

• SEED ROUND INVESTMENT OPPORTUNITY

Product launched 2025 · Dublin, Ireland · Bootstrapped to date

THE PROBLEM

Three markets. Zero modern tooling.

Local authorities, AHBs, PMCs, and private landlords all run on the same broken toolset, just at different scales.

- ! **53 distinct housing schemes** across 5 jurisdictions, each with unique eligibility rules, compliance requirements, and reporting obligations (Select's market)
- ! **Spreadsheets and legacy software** are still the primary tools for housing bodies and property management companies managing billions in public and private funds
- ! **No single platform** spans private landlords, PMCs, AHBs, and local authorities. Every segment cobbles together different tools (Core's market)
- ! **Private landlords have no free, modern alternative.** It's expensive US-built enterprise software or spreadsheets, nothing in between (360's market)

53

affordable housing schemes (Select)

- Ireland 18
- England 12
- Scotland 10
- Wales 7
- N. Ireland 6

MARKET OPPORTUNITY

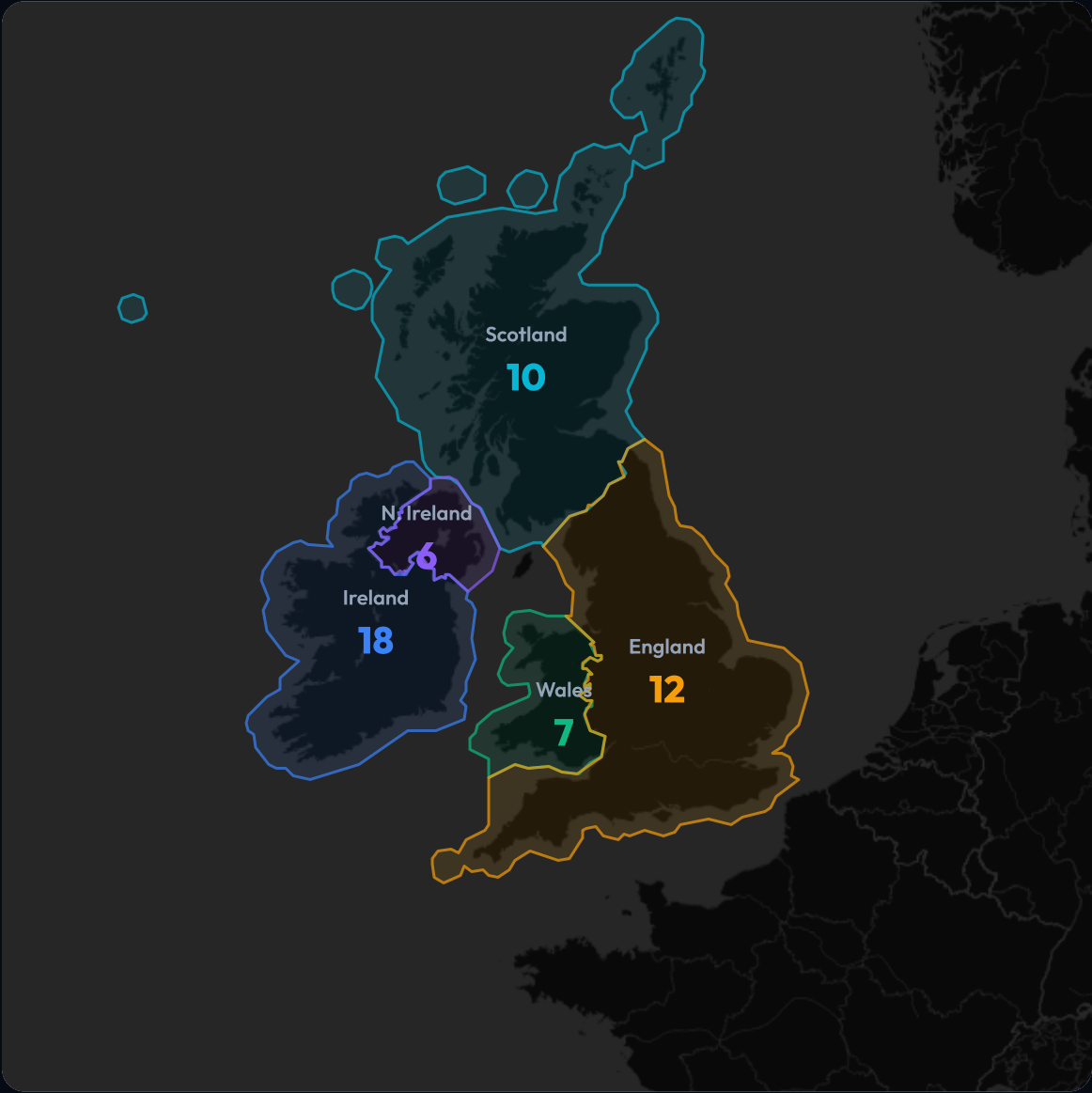
A massive, growing market with **strong tailwinds**



- **TAM: \$119B by 2032**
Global PropTech market. The total addressable market for technology solutions across real estate worldwide
14.8% CAGR
- **SAM: \$5.9B by 2033**
Property management software market. Our serviceable market across affordable and social housing platforms
6.4% CAGR
- **SOM: €50M**
880+ housing organizations in Ireland and UK at €24K to €100K ACV depending on unit count. Our immediate obtainable market with current product

53 schemes. 5 jurisdictions. One platform.

This is the regulatory complexity Select automates for local authorities and AHBs. Core and 360 extend the same underlying platform to PMCs and private landlords.



Ireland

18

- Housing Assistance Payment (HAP)
- Cost Rental
- Part V Obligation
- First Home Scheme
- Local Authority Affordable Purchase (LAAP)
- Rental Accommodation Scheme (RAS)
- Help to Buy
- Social Housing (Direct Build)
- Local Authority Home Loan
- Incremental Tenant Purchase
- Mortgage to Rent
- Croi Conaithe (Cities)
- Project Tosaigh
- Vacant Property Refurbishment Grant
- Repair and Leasing Scheme
- Buy and Renew Scheme
- Enhanced Leasing Scheme
- Purchase and Renovation Loan

OUR SOLUTION

Three products. Every segment covered.



Rentalize Select

Local Authorities & AHBs

Lettings and tenant selection powered by intelligent automation. From applicant scoring to lottery allocation, compliance built in from day one.

- Automated applicant scoring
- Verifiable lottery allocation
- NOAC reporting, Part V, HAP
- Fraud detection & compliance



Rentalize Core

50 to 2,000+ units

Full housing management for organizations that need tenancy lifecycle, predictive maintenance, financial controls, and regulatory compliance.

- Tenancy lifecycle management
- AI predictive maintenance
- Arrears tracking & analytics
- Contractor portal



ROADMAP

Rentalize 360

Private landlords, 1 to 50 units

Future product for private landlords. Digital leases, rent collection, maintenance requests, and compliance checklists. Expanding addressable market beyond public sector.

- Digital lease & e-signatures
- Automated rent collection
- Tenant communication portal
- Financial dashboards



Meet Talia

AI Assistant

One conversation away from any answer. Talia handles reporting, arrears management, compliance checks, application processing, and operational insights across the entire platform. Not a chatbot. A housing operations expert.

Compliance

Reporting

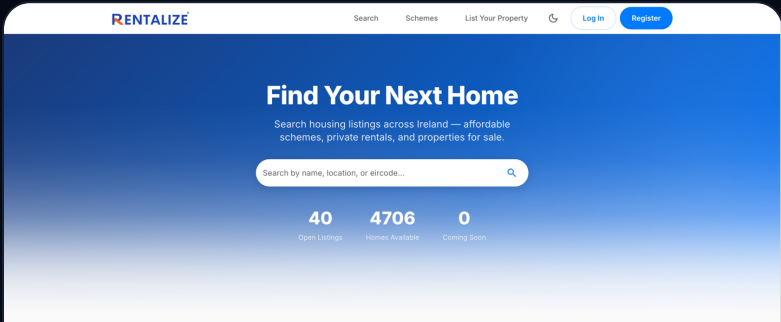
Arrears

Applications

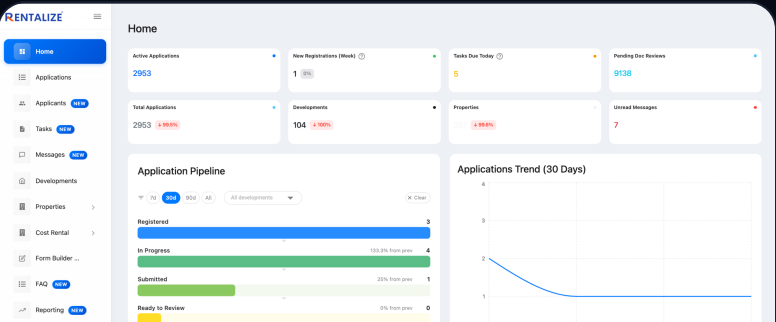
THE PRODUCT

Live and in production. Not a prototype.

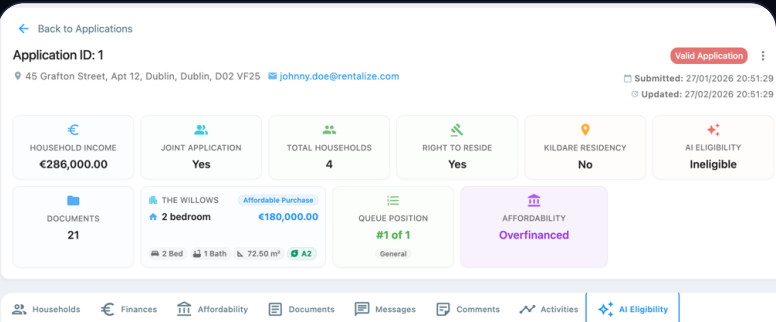
RENTALIZE SELECT Lettings and allocation for Local Authorities



Public Listings Portal
Applicant facing marketplace. 40 open listings, 4,700+ homes available. Search by scheme, location, price.

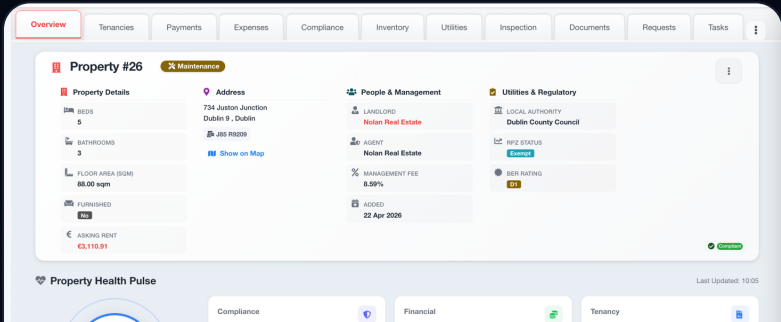


LA Admin Dashboard
Application pipeline, development tracking, task management. 2,953 active applications processed through the system.

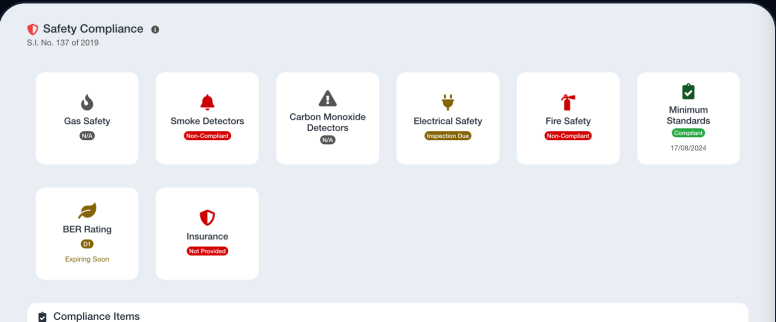


AI Eligibility Engine
Automated compliance checks, fraud detection, income verification. AI confidence scoring with recommended next steps.

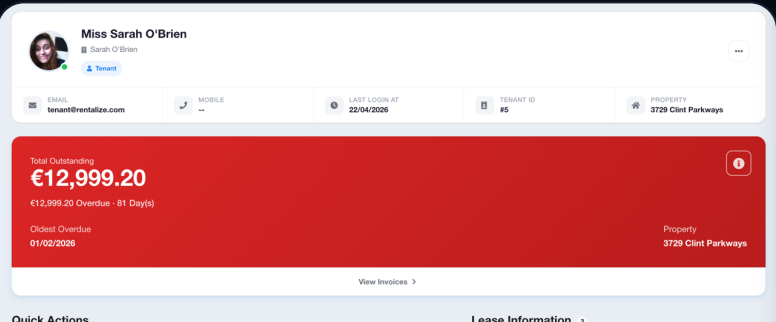
RENTALIZE CORE Property management for housing bodies



Property Health Pulse
Real time scoring across compliance, financial, tenancy, and maintenance. AI generated quick wins for highest impact actions.



Compliance and Safety
Gas, electrical, fire safety, BER ratings, insurance. Active alerts with severity levels and deadlines.



Tenant Management
Lease tracking, payment actuals, maintenance requests, arrears. Multi-property with real time financial data.

TRACTION & PROOF

Live with a Local Authority. Referenceable.

Our First Local Authority Partner

We deployed Rentalize Select with a Local Authority for their affordable housing scheme. The system managed the entire allocation process, from applicant intake through eligibility verification to lottery-based selection.

The result: a fully transparent, auditable, and compliant process that handled extreme demand. The LA is now a paying customer (€50K recurring SaaS revenue), actively recommending Rentalize to other authorities. Reference available on request.

Feedback from the Local Authority's housing team: Rentalize replaced weeks of manual processing with a system applicants trust and auditors approve of.

Paraphrased from Local Authority feedback. Named reference available on request.

✓ Live reference customer · ✓ Actively selling to additional LAs · ✓ Platform significantly improved post-deployment

€50K

Revenue from first LA customer
Custom contract, outside current price list

500+

Units under management

4,600

Applications in one week

100:1

Oversubscription handled

30%

Efficiency gains delivered

Reference-led sales. Land and expand.

Current Strategy

Our first LA deployment is the proof point. We are using this live reference to open doors with other Local Authorities and Approved Housing Bodies across Ireland.

- 1 Win first LA with Rentalize Select (affordable scheme allocation). **Done.**
- 2 Use reference to approach similar LAs with the same pain points
- 3 Expand within accounts: Select leads to Core for full tenancy management
- 4 Extend to AHBs, which have the same needs but less procurement friction

Scaling Plan

With Seed Round funding, we will build a dedicated sales and marketing function to accelerate pipeline development and close deals faster.

- 1 Hire Head of Sales with public sector / GovTech experience
- 2 Build marketing engine: case studies, webinars, conference presence
- 3 Develop channel partnerships with housing consultants
- 4 Target UK market entry via Scottish and English housing associations

31

Local Authorities in Ireland

500+

AHBs in Ireland

350+

Housing Associations in UK

880+

Total addressable accounts

COMPETITIVE ADVANTAGE

Built for this market. Not retrofitted.

	RENTALIZE	BUILDIUM	APPFOLIO	YARDI	PROPERTYWARE
AI Predictive Maintenance	✓	×	●	×	×
Affordable Housing Focus	✓	×	×	×	×
Cloud-Native Architecture	✓	×	●	×	×
European Market (IE/UK)	✓	●	×	●	×
Regulatory Compliance (53 schemes)	✓	×	×	×	×
Lottery Allocation System	✓	×	×	×	×
Multi-Scheme Support	✓	×	×	×	×
AI Assistant (Talía)	✓	×	×	×	×
Years in Market / Scale	● New entrant (2025)	✓	✓	✓	✓

✓ Full support ● Limited × Not available

Buildium, AppFolio, Yardi, and Propertyware are US-built private-rental platforms not designed for affordable housing compliance. Ireland also has legacy AHB-specific software (e.g. Affinity/Tilt) that predates multi-scheme automation and AI; it is not built to also serve private landlords and local authorities on one platform.

BUSINESS MODEL

Recurring revenue. High retention.

SELECT & CORE · B2G / B2B

Starter

One scheme, three admin seats, up to 250 applications a year. Built for small Local Authorities and smaller AHBs.

€12,000 /year

Professional

Three schemes, ten admin seats, 1,000 applications a year. The most common plan for mid-sized Local Authorities and AHBs.

€24,000 /year

Enterprise

Unlimited schemes, twenty-five admin seats, 5,000 applications a year, priority support and a dedicated success manager. Custom pricing above this scales with unit count for full-county and multi-tenure operators.

€48,000 /year

✓ No per-application fees · ✓ Onboarding and training included · ✓ Annual contracts

RENTALIZE 360 · B2C MARKETPLACE (PLANNED)

Free

Free to download and use for landlords and tenants. Listings, digital agreements, and rent tracking at no cost. Monetized through Rentalize Pay (payment processing) and premium tools, the OpenRent / TurboTenant playbook, not subscription fees.

€0 forever

- 

Recurring SaaS Revenue
B2B annual contracts with predictable, growing cash flows
- 

High Switching Costs
Once embedded in housing operations, organizations rarely switch. Essential service status
- 

Strong Unit Economics
LTV:CAC above 3:1. Low churn, high customer lifetime value, negative net revenue churn potential
- 

Land and Expand
Start with Select, expand to Core. Each product opens the door to the next. Growing ARPU over time
- 

Largely Greenfield Market
No platform spans private landlords, AHBs, and local authorities together. Legacy AHB-specific tools exist in Ireland, but most sales are net-new software adoption, not displacing a modern incumbent
- 

Two-Sided Model, One Platform
B2G/B2B SaaS funds the business today. A free 360 marketplace is the planned wedge into 103,000+ Irish landlords and millions more in the UK, monetized via payments and premium tools rather than subscriptions

Core priced per property, per month

An alternative packaging of Rentalize Core for PMCs and large landlords who want to buy by portfolio size rather than by scheme. Rates are benchmarked against comparable property management software, not invented.

Essentials

Compliance & tenancy tracking

€2.50 /property/mo

€200/month minimum

- Tenancy lifecycle management
- Compliance tracking (RTB, BER, fire safety, gas & electrical, deposit protection)
- Document storage

Growth

Most Common

Adds AI maintenance & financials

€4.00 /property/mo

€350/month minimum

- Everything in Essentials
- AI predictive maintenance
- Financial management
- Contractor portal
- Analytics dashboard

Advanced

Full platform, priority support

€6.00 /property/mo

€500/month minimum

- Everything in Growth
- Arrears management
- Talia AI colleague
- Priority support & dedicated success manager

INTEGRATIONS · INCLUDED WITH EVERY TIER

Stripe & GoCardless (rent collection) · Xero (accounting sync, MTD ITSA export) · DocuSign (e-signing) · RTB.ie (Irish tenancy registration) · CRO (company filings) · public API & webhooks for custom integrations

ADD-ON · NOT BUNDLED IN ANY TIER

Tenant Screening: €25 per applicant report (credit check, referencing, right-to-rent), typically paid by the applicant, matching OpenRent/TurboTenant market practice. Reuses the same AI eligibility engine built for Select, adapted for private-market referencing.

Large enterprises & multi-tenure operators

Full-county local authorities, the LDA, and large portfolio operators. Sized against unit count and scheme complexity, matching the existing Enterprise/Custom tier.

Custom pricing

Benchmarked against AppFolio (\$1.40–5/unit/mo, \$280–7,500/mo minimums), Yardi Breeze (\$2/unit/mo standard, \$3/unit/mo on its affordable-housing tier, a confirmed 50% premium for compliance-heavy buyers from the same vendor, \$100–400/mo minimums), Propertyware (\$1/unit/mo, \$250/mo minimum), and Arthur Online in the UK (£1.50–1.80/unit/mo, no minimum). Priced above generic PM software to reflect AI features and Irish/EU compliance depth. Monthly minimums follow the AppFolio/Yardi/Propertyware pattern rather than a separate platform fee line, so a small pilot deployment doesn't undercharge relative to onboarding cost. Growth tier at €4/property/mo on a 1,000-unit portfolio equals €48,000/year, consistent with the existing published Enterprise tier.

WHY NOW

The window is open. **Timing is everything.**



Housing Crisis

Ireland and UK face record housing shortages. Government investment in affordable housing is at all time highs. Demand for management platforms is urgent.



€4B+ Annual Spend

Irish government alone spends over €4B annually on housing supports. Every euro needs tracking, compliance, and reporting. That requires software.



AI Adoption Wave

Predictive maintenance, applicant scoring, and compliance automation are natural AI applications. We are building AI natively, not bolting it on.



Legacy Platforms Aging

Yardi, AppFolio, and Buildium were built for US private rental. None specialize in European affordable housing. The gap is wide open.



Growing Regulation

Part V increasing to 20%. Cost Rental expanding. New schemes added regularly. Every new rule is a feature for Rentalize and a headache for spreadsheets.



Proven Playbook

We have a live reference customer, a working product, and a clear path to replicate across 880+ target accounts in Ireland and the UK.

ESG

Built green by default

Every tenancy on Rentalize is digital. No filing cabinets, no printed leases, no posted notices. The platform itself runs lean on efficient EU cloud infrastructure, and the tools we ship to landlords actively reduce energy waste in the housing they manage.



Paperless tenancies

Digital leases, e-signatures, automated document storage, and online notices. A typical housing body running on Rentalize stops printing thousands of pages per year per 1,000 units.



Low-carbon cloud

Hosted in EU-region data centres powered by low-carbon grids and GDPR aligned. No on-premise servers for customers, no duplicate infrastructure per tenant.



Energy efficiency for landlords

BER tracking, IoT sensor integration, and predictive maintenance cut energy waste and unnecessary site visits. Issues are caught before they become emergency call-outs.



Housing mission, three products

Our roots are in social, cost rental, and affordable purchase housing. Core and 360 extend the same paperless, compliant infrastructure to private landlords and PMCs.



ESG reporting ready

Built-in compliance and reporting infrastructure that housing bodies need for NOAC, Part V, and emerging ESG disclosure regimes.



Full commitments published

Environmental, social, and governance commitments are public at rentalize.com/corporate-responsibility, covering data privacy, ethics, diversity, community impact, and governance.

THE TEAM

Built by people who understand housing



Aria Pour

Founder & CEO

Driving the vision, strategy, and growth of Rentalize. In technology since the early 2000s, with proptech and property management experience since 2018. Deep understanding of the Irish housing landscape, public sector procurement, and the regulatory challenges that affordable housing bodies face daily.



LinkedIn



Allen R Arifi

Co-Founder & CTO

Leading all engineering and technology decisions. Building the cloud-native, AI-powered platform from the ground up. Responsible for architecture, scalability, and the technical roadmap.



LinkedIn



Milad Pour

Co-Founder & Head of Product

Leading product strategy and customer implementations. Ensures every deployment meets the specific compliance needs of each housing body. PMP certified project management expertise.



LinkedIn



Key Hires with Seed Round

Head of Sales (public sector / GovTech) · **Marketing Lead** · **Customer Success** · **Senior Engineers**



Advisory Network

Building advisory board with **housing policy**, **public sector procurement**, and **SaaS scaling** expertise. Introductions welcome.

From Ireland to global property management

Q2 2026: Prove & Reference DONE

First LA deployment live. Referenceable customer. Platform validated with real affordable housing scheme at scale.

Q3-Q4 2026: Expand Ireland IN PROGRESS

Close 3 to 5 additional LAs and AHBs using reference. Hire sales and marketing team. Launch Core product for existing accounts. Deepen AI capabilities.

2027: UK Market Entry NEXT

Launch in England and Scotland. Adapt platform for 35 UK housing schemes. Target housing associations and councils. Establish UK sales presence.

2027+: Consumer Wedge (Planned) FUTURE

Rentalize 360 becomes a free listing marketplace for private landlords and tenants across Ireland and the UK, monetized through Rentalize Pay and premium tools, the OpenRent/TurboTenant playbook. Ireland has 103,000+ registered landlords (RTB) and England alone has 4.7M private-rented homes; no free-to-list competitor exists in Ireland today. Expands reach far beyond the 880 B2G target accounts.

2028: Scale & EU Expansion FUTURE

Netherlands, Germany, France. 100+ additional schemes. Build partnerships with European housing consultancies. Series B preparation.

2030+: North America FUTURE

US Section 8, LIHTC, HUD programs. Canada affordable housing. 200+ programs. By this stage, the platform handles affordable housing globally.

Clear path to scalable, profitable growth

€50K

Revenue (First Customer)

Paid, referenceable LA. Custom contract, outside current price list

>3:1

Target LTV:CAC

Reference selling reduces CAC

880+

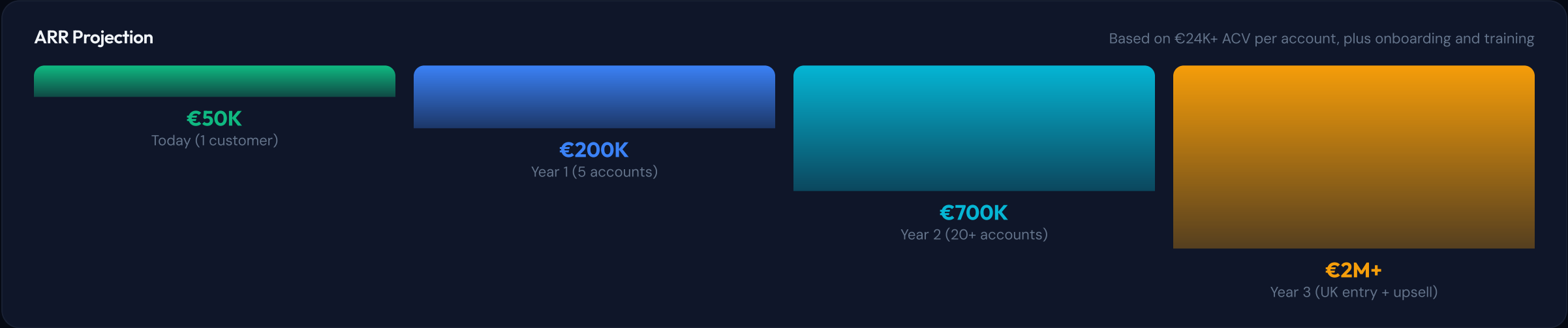
Target accounts

IE + UK LAs, AHBs, HAs

90%+

Gross margin target

Pure SaaS economics





Capital Efficiency

Bootstrapped to €50K ARR. With €2M Seed, targeting 24 month runway. Path to cash flow positive within 18 to 24 months.



Negative Churn Potential

As housing bodies add more units and schemes, their Rentalize usage grows. Expansion revenue from existing accounts can exceed any churn, creating net negative revenue churn.



Defensible Moat

Regulatory compliance data, scheme-specific logic, and deep integration into housing operations create compounding switching costs over time.

INVESTMENT OPPORTUNITY

Seed Round

€2M

Building the operating system for property management, for landlords, agencies, and housing bodies

35%

Sales & Marketing

Head of Sales, Marketing Lead, demand gen,
events, case studies

30%

Engineering

Scale platform, AI/ML investment, UK scheme
compliance

20%

UK Market Entry

UK sales presence, regulatory adaptation,
partnerships

15%

Operations

Customer success, compliance team, working
capital

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