



Krishna Malyala, Co-Founder/
Jason Lobo, CTO



Buyers Agent 10 years



Emerging Business Issues & Technology Forum



The best **lifestyle** focused home search.

OCT 2014



The best
lifestyle
focused home search.

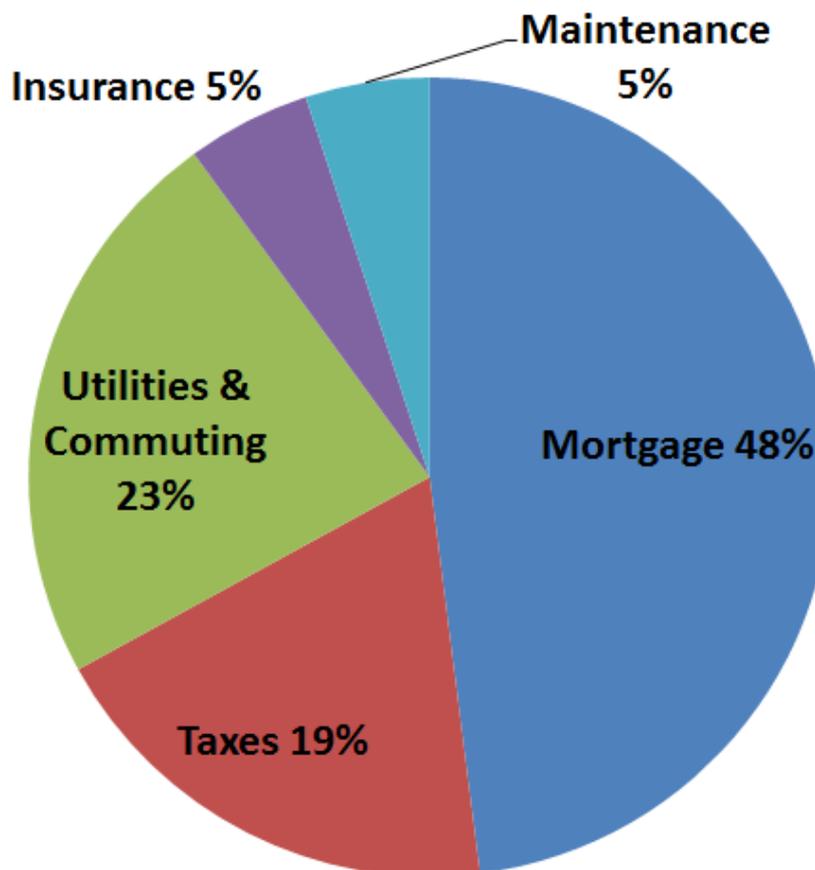
Q: Would you make the largest purchase decision in your life with only *half* the information?

Why TLC Matters - Home Affordability

Suzie Orman - Noted financial expert



“The base mortgage is just the beginning of your housing costs. *On average, you need to add another 40-45 percent to get a more realistic total monthly cost.*”



85%
currently
make a
purchase
based on
mortgage
payment
alone



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WHAT IS TRUE LIFESTYLE COST?

MORTGAGE ALONE

AFFORDABILITY BASED ON MORTGAGE PAYMENTS



MONTHLY HOUSING BUDGET

HOME #1 PRICE \$390,000
TIME TO WORK: 60 MINUTES

HOUSING BUDGET	\$5,000
MORTGAGE	(\$1,950)
"HIDDEN COSTS"	(\$3,100)

TOTAL (\$50)

BOTTOM LINE:
**OVERBUDGET BY \$50/MO
AND STUCK IN TRAFFIC LONGER**

Versus

TLC (TRUE LIFESTYLE COST)

AFFORDABILITY BASED ON TRUE LIFE COST SUMMARY



MONTHLY HOUSING BUDGET

HOME #2 PRICE \$440,000
TIME TO WORK: 20 MINUTES

HOUSING BUDGET	\$5,000
MORTGAGE	(\$2,200)
PROPERTY TAXES	(\$900)
COMMUTE	(\$600)
INSURANCE	(\$300)
UTILITIES	(\$300)
MAINTENANCE	(\$250)

TOTAL \$450

BOTTOM LINE:
**SAVINGS OF \$450/MO
AND 26 LESS COMMUTE HOURS**

TLC (TRUE LIFESTYLE COST) GIVES YOU A MORE COMPLETE PICTURE OF **LIVING IN A PARTICULAR NEIGHBORHOOD.** WE TAKE INTO ACCOUNT **OVER 31 UNIQUE VARIABLES** TO SHOW YOU ALL THE **"HIDDEN COSTS" OF HOMEOWNERSHIP** INCLUDING LOCAL PROPERTY TAXES, COMMUTE COSTS, UTILITY COSTS, AND MUCH MORE.





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Our Mission: *Add a little “TLC” when buying a home*

- Promote homebuyer education and transparency via unique TLC (or True Lifestyle Cost) search engine
- Display “total costs” of home ownership and discover value in homes that buyers may have initially overlooked
- Encourage healthier & sustainable lifestyle choices and provide energy-efficiency tips
- Empower Real Estate Agents and increase loyalty



Recent Center for Housing Policy Report



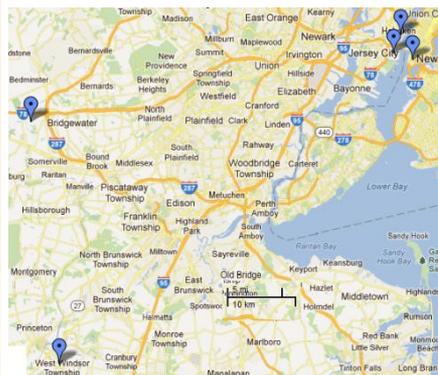
The Struggle of Moderate-Income Households to Afford the Rising Costs of Housing and Transportation

Uninformed decisions cost people thousands of dollars when moving or changing jobs



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Homebuyers find surprising value - TLCengine home search: 3BR/2BA Home, Dual income married couple w/ no kids who both work in NYC



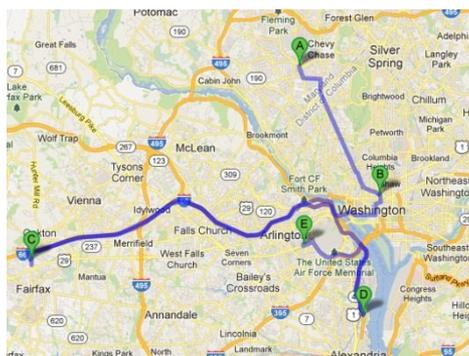
House	Location	Mortgage	Commute Time	TLC*
\$500K	Princeton	\$2,334	60-80min	\$4,600
\$500K	Bridgewater	\$2,334	75-90min	\$4,500
\$600K	Jersey City	\$2,813	20min	\$3,700
\$600K	Hoboken	\$2,813	20min	\$3,800
\$700K	Jersey City	\$3,328	20Min	\$4,200

- *TLC (true lifestyle cost) data includes housing, transportation, and lifestyle costs.*



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Additional Example: Washington DC

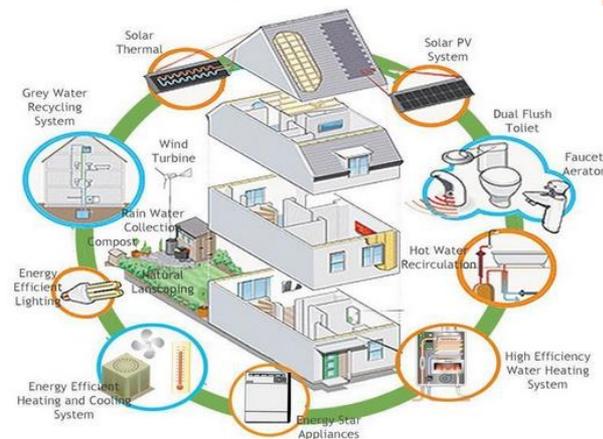


House	Location	Mortgage	Commute Time	TLC*
\$560K	Fairfax	\$1,950	60-80min	\$4,800
\$560K	Bethesda	\$1,950	60-80min	\$4,440
\$700K	Arlington	\$2,437	20min	\$3,700
\$700K	Alexandria	\$2,437	20min	\$3,800
\$800K	Arlington	\$2,785	20Min	\$4,200

- *TLC (true lifestyle cost) data includes housing, transportation, and lifestyle costs.*

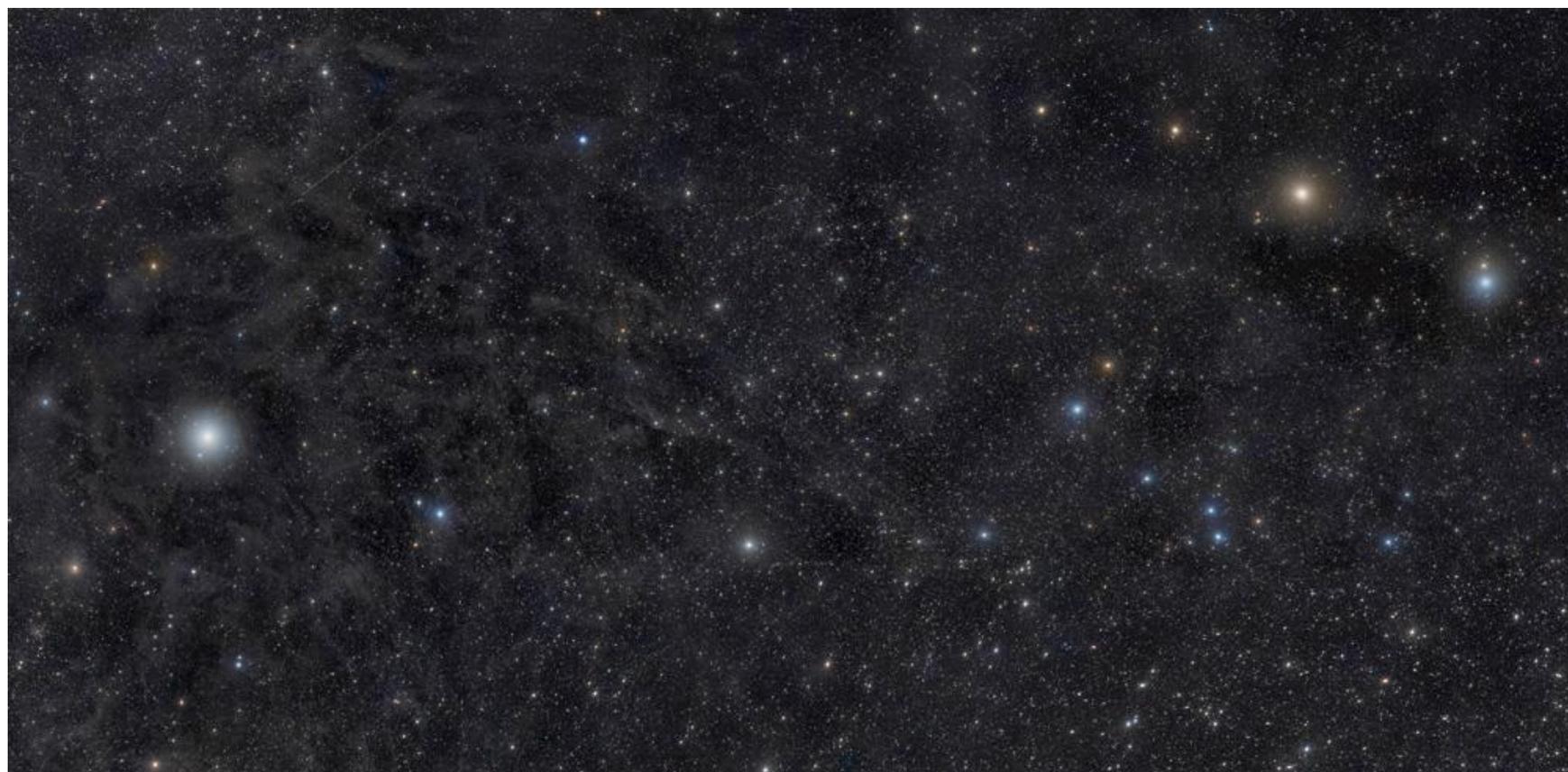
Promote healthier lifestyles and “Green” living

- Less Commute Costs saves CO2
- Explore Home Energy Efficiency tips including Alternative energy (eg. Solar, Wind)
- In Sociology, theory of “Third Places”
 - First Place: home
 - Second Place: work
 - Third Places: the places “in between” that build community (eg. yoga, sports, etc) and can be increased with shorter commutes

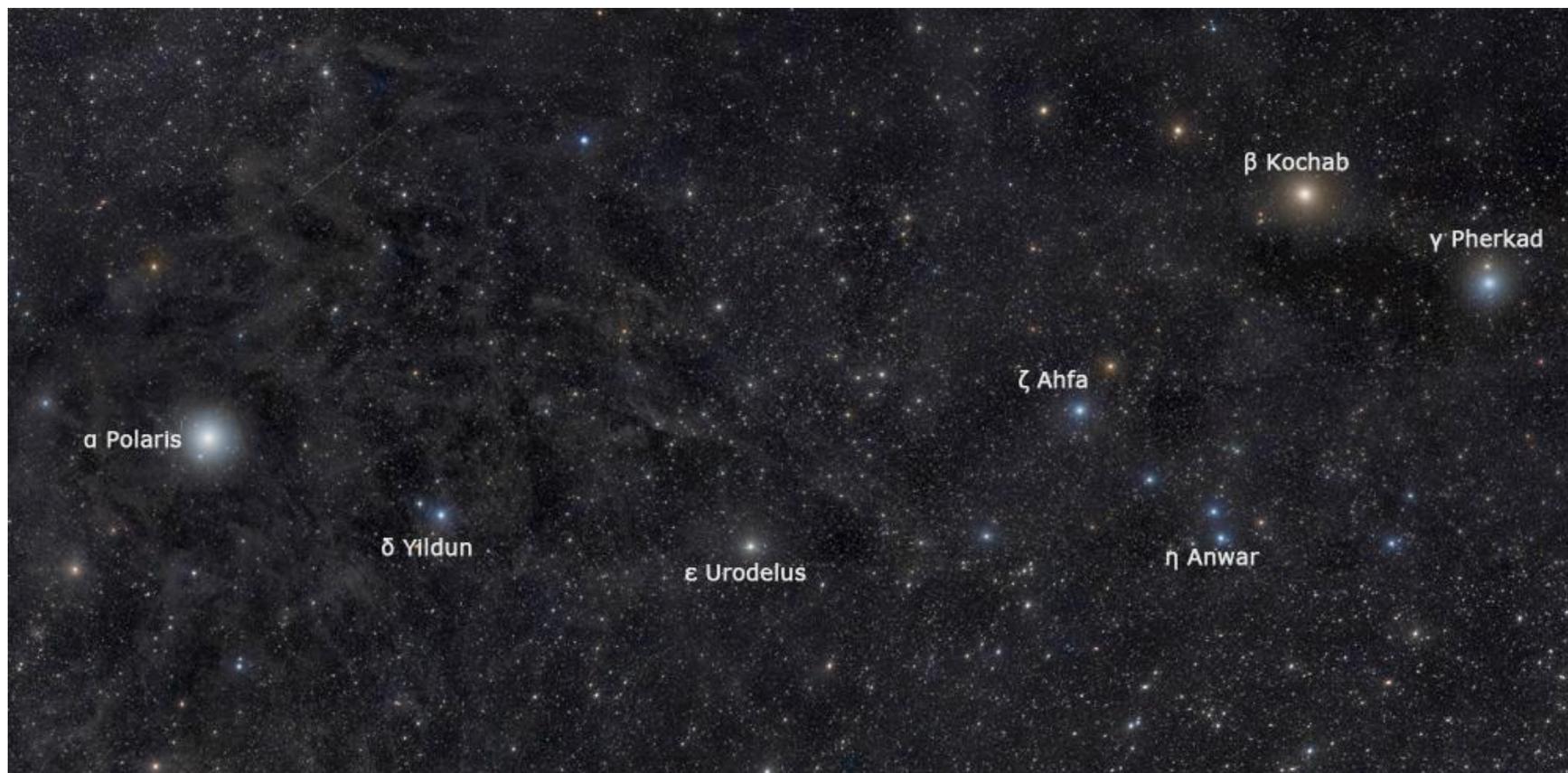




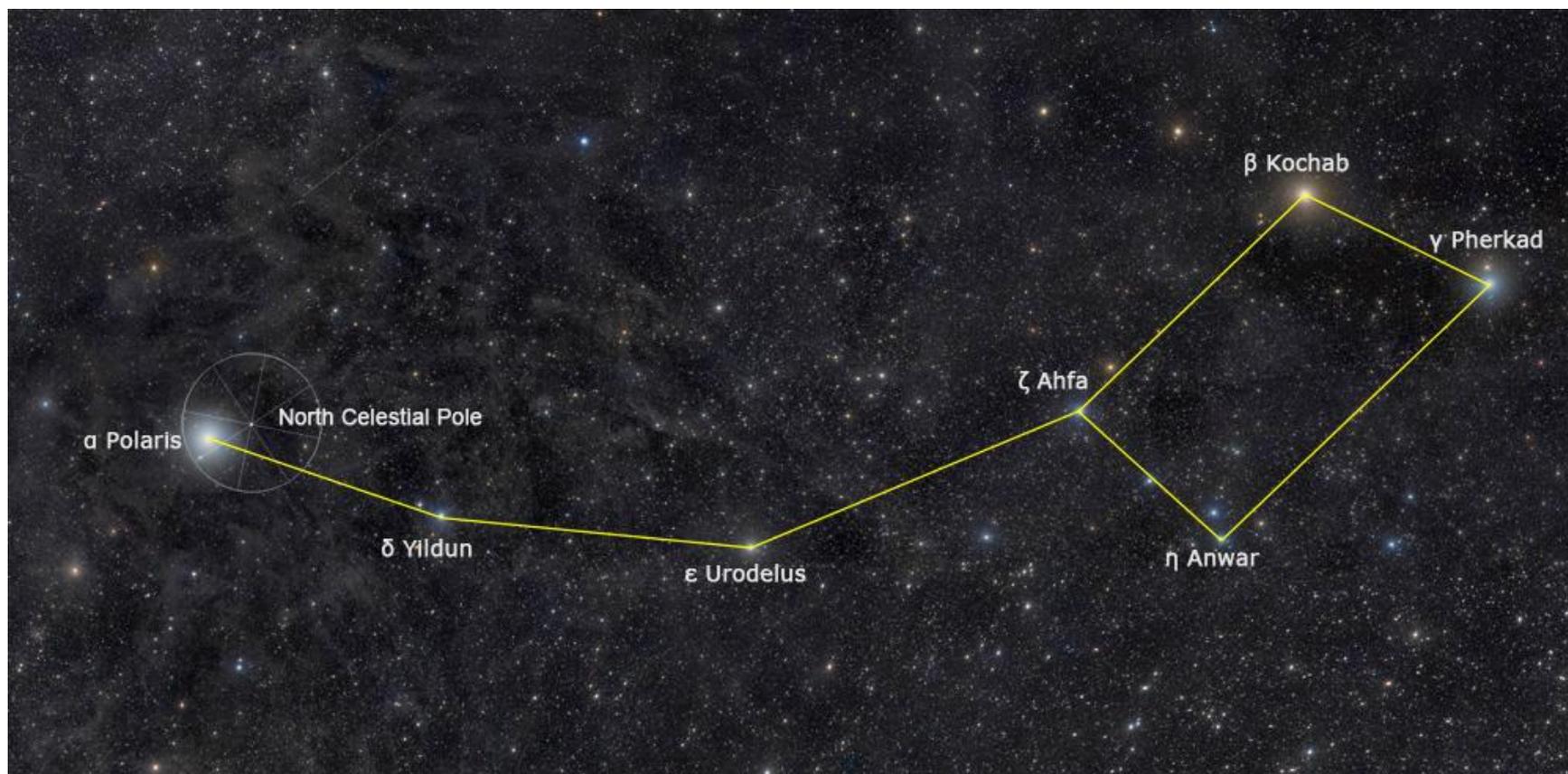
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We are getting many points of data from different sources
“Big Data”



What we do is convert all those data points and filter out what is most important to you

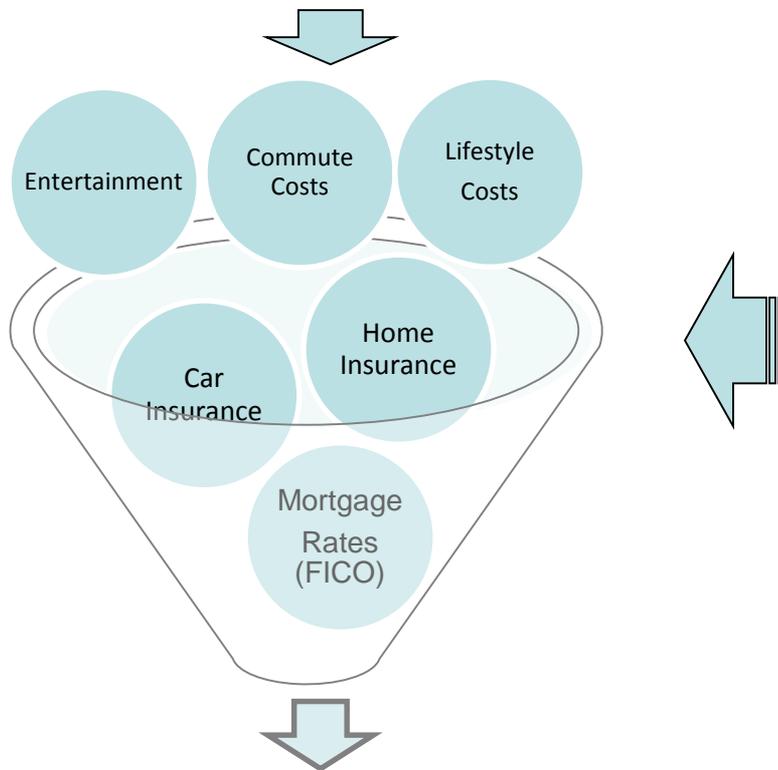


By connecting the data we make meaning and allow you to take “actionable” decisions



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Multiple Listing Service(MLS)



TLC engine
"True Lifestyle Cost"

Sources of Data

- Data from public & private data sets which range from national to local zip code level
- Some data updated daily eg. Gas & APR





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Automated Calculators

TLCengine automates them for every home in the MLS:

- Mortgage calculator – Using current rates
- Affordability calculator – Based on Banking Rules
- Tax savings calculator – from IRS Guidelines
- Home insurance calculator
- Commuter calculator – Public Transportation/Car – distance, time, maintenance, insurance
- Mortgage term comparison
- Gross to Net calculator based on local/state/federal taxes
- Debt reduction calculator
- Customer has a choice to personalize this further*

*Note that TLCengine® is a comparative tool — your actual costs of owning a particular home will vary depending on your personal circumstances, such as your FICO score, type of heating/cooling system, age, others.

5 yrs) | \$3500 TLC (min) | \$4000 TLC (max) | 4+ Beds | Any Baths | Any Price (min) | Any Price (max) | Any TFSF | More

ed, Fico score: 760-850, APR: 4.13%, a downpayment of 20% and commute to New York, NY (Honda Accord 15/20 MPG).

TLC Cluster By Zipcode

ZipCode



Bookmark Result

4 **33 Woodhollow Ln \$529,000**
Huntington NY 11743



Beds: 4
Baths: 3
Total FIN SQFT: 1,900
Total Lot: .23
46 mins to NYC

TLC: \$3,914

Compare

5 **36 John Daves Ln \$529,000**
Huntington NY 11743



Beds: 4
Baths: 3
Total FIN SQFT: 0
Total Lot: .25
45 mins to NYC

TLC: \$3,892

Compare

6 **889 Park Ave \$519,000**
Huntington NY 11743



Beds: 4
Baths: 3
Total FIN SQFT: 0
Total Lot: 0.46
47 mins to NYC

TLC: \$3,688



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BEDS 4 | **BATHS** 3 | **GARAGE STALLS** 0 | **TOTAL FIN SQFT** 2400 | **LOT SIZE** 70X100

[Detail](#) | [Map](#) | [Schools](#) | [Demographic](#)

Detroit Lakes Public School District

Detroit Lakes Senior High School 5 1032.97 miles
Public 9-12
1301 Roosevelt Ave
Detroit Lakes, MN 56501

Detroit Lakes Alternative Program 2 1032.97 miles
Public 9-12
826 Summit Ave
Detroit Lakes, MN 56501

Detroit Lakes Area Learning Center NR 1032.97 miles
Public 9-12
826 Summit Ave
Detroit Lakes, MN 56501

Afterschool Program NR 1032.97 miles

MLS # Couple (Kids < 5 yrs) Any TLC (min)

* TLC is calculated based on 30Yr fixed, Fico score: 760-850, APR: 3.99%

[Detail](#) | [Map](#) | [Schools](#) | [Demographic](#)

Demographics	
Incomes & Jobs	
Education	
Climate	
Residential	
	Zip(11758)
Average Home Sale Price	\$485,000
Homes Owned	16,777
Homes Rented	1,462
Vacant Homes	229
Median Dwelling Age (Years)	44
Median Years in Residence	7.49
Annual Residential Turnover	8.22%
Median Travel Time to Work	29.30
Transportation to Work: Public	13.00%
Transportation to Work: Drive / Carpool	83.00%
Transportation to Work: Walk / Bike / Other	1.00%
Transportation to Work: Work at Home	3.00%

[Terms and Disclaimer](#) [Submit Support Ticket](#)

*Note that TLCEngine® is a comparative tool — your actual costs of owning a particular home will vary.



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MLS # Couple (Kids < 5 yrs) Any TLC (min) Any TLC (max) Any Beds Any Baths Any Price (min) Any Price (max) Any TRSF More

* TLC is calculated based on 30yr fixed, Fico score: 760-850, APR: 4.13%, a downpayment of 20% and commute to New York, NY (Honda Accord 15/20 MPG).

Add Lifestyle (Optional)
 Would you like to know your savings?
 Net monthly income: \$ 6200 Monthly Debt: \$ 400
 \$0 ————— \$25,000 \$0 ————— \$10,000
 Tax Bracket: 25%
 Single Couple (No Kids) Couple (Kids < 5 yrs) Couple (Kids > 5 yrs) Empty Nester
 Include Day Care cost
 FICO Score / APR for 30yrs Fixed: 760-850 (4.082 %) OR Know your APR? APR: % Loan Type:
 Future Home Address, City or Zip: 146 N Hickory St, Massapequa, NY 11758
 Work Address: NYC, New York
 Type of car: 2008 BMW 135i 3Automatic (56) City MPG: 18 Hwy MPG: 26 Current Gas Rates: \$ 3.643 Monthly Parking for Primary Co...
 Include Second Commute

Does not meet Quantitative Mortgage Rule

30 Yr. Summary

PTI	Car Expenses	Utilities	Entertainment	= TLC
\$3,301	\$358	\$318	\$165	\$4,142

- Basic
- Graphs
- Commute
- Lifestyle**

Type	Name	Address	Distance

146 N Hickory St \$579,000
 Massapequa, NY 11758 TLC: \$3,986

GARAGE TOTAL FIN				
BEDS	BATHS	STALLS	SQFT	LOT SIZE
4	3	0	2400	70x100



Couple
(Kids < 5 yrs)

Any
TLC (min)

Any
TLC (max)

Any
Beds

Any
Baths

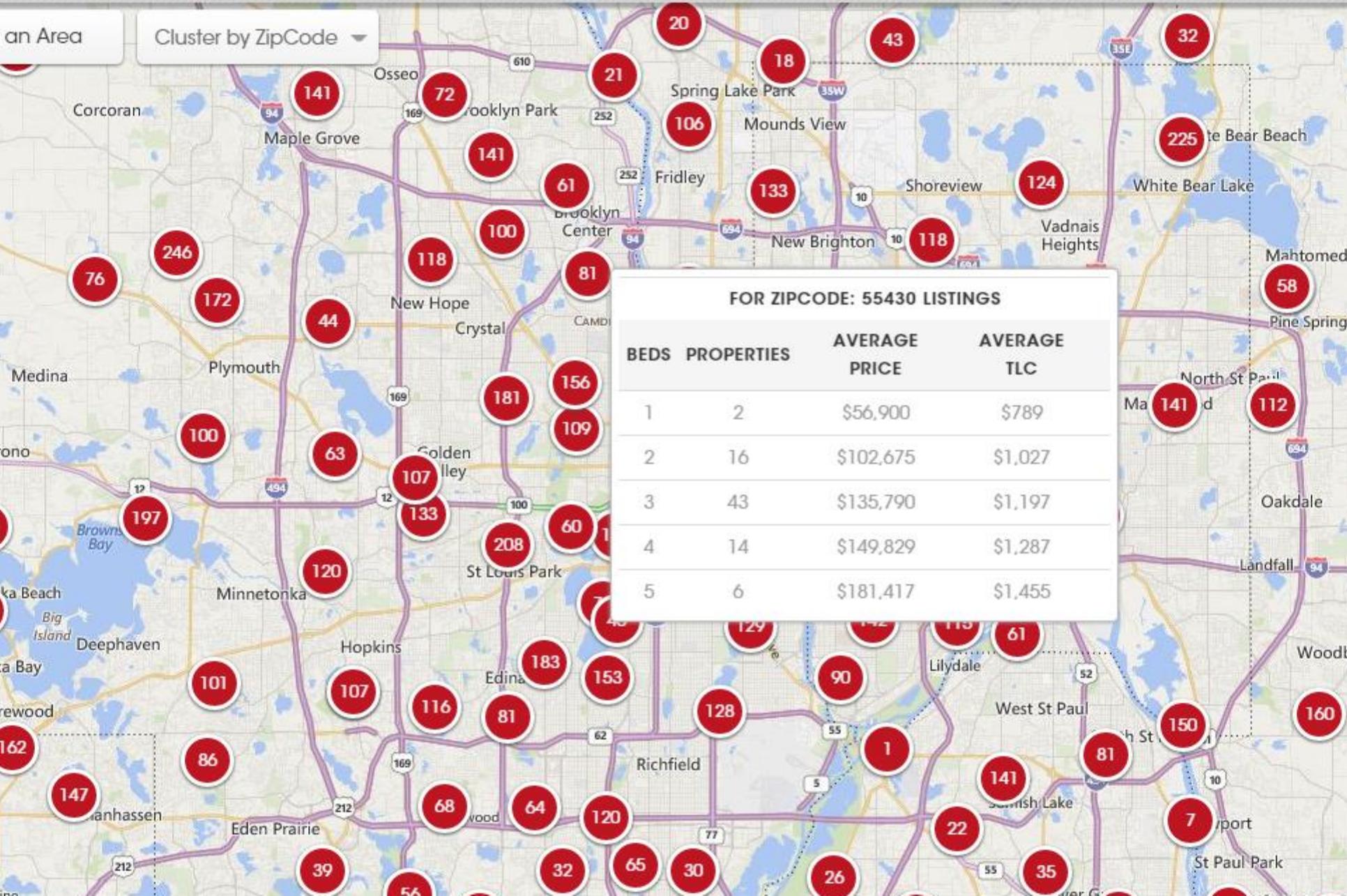
Any
Price (min)

Any
Price (max)

the End User License Agreement. * TLC is calculated based on 30Yr fixed, Fico score: 760-850, APR: 4.13%, a downpayment of 20% and commute to Minneapolis, MN

an Area

Cluster by ZipCode



FOR ZIPCODE: 55430 LISTINGS

BEDS	PROPERTIES	AVERAGE PRICE	AVERAGE TLC
1	2	\$56,900	\$789
2	16	\$102,675	\$1,027
3	43	\$135,790	\$1,197
4	14	\$149,829	\$1,287
5	6	\$181,417	\$1,455



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Millennials (age 18 to 35) & Future of Real Estate

- 75% place a premium on “walkability” of neighborhoods
- Majority prefer to live in locations that offer more convenient access to shops, restaurants, transit & their place of work
- Strong emphasis on eco-consciousness and community building

* **Will Millennials Change the Housing Landscape?** June 17, 2013 by [Mike Wheatley](http://realtybiznews.com/will-millennials-change-the-housing-landscape/98721293/#sthash.crK2wjyl.dpuf) <http://realtybiznews.com/will-millennials-change-the-housing-landscape/98721293/#sthash.crK2wjyl.dpuf>





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Demo



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Thank You

Q&A

krishna@tlcengine.com

808-876-0329