

**Vendigi, Inc**



San Diego, CA 92128, US  
Business Products & Services  
[www.vendigi.com](http://www.vendigi.com)

Vendigi provides the 'gold standard' of profiles for online advertisers to reach all things real estate. The best digital profiles from the best sources. Digital profiles include:

- Causal Online Home Shopper
- Working with an agent
- Submitting an offer on a home
- Opening Escrow
- Selecting a loan
- Closed on a home
- Moving into a home
- Living in a home
- Remodeling a home
- Refinancing a home
- Selling a home

Vendigi's patented-protected method for harvesting digital audiences along with exclusive and proprietary relationships with the source of Real Estate data - brokers, Multiple Listing Services (MLS) and top tier property data companies allow Vendigi to offer digital audiences currently unavailable. MLSs are the backbone for 80% of all real estate transactions. Vendigi provides a complimentary platform to the MLS for real estate brokers to monitor consumer engagement with their listing content. The platform demonstrates the marketing value of the MLS to their customer, the real estate broker. In return, Vendigi granted exclusive access to harvest and monetize broker, buyer and seller audience data.

Once harvested, advertisers (The Home Depot, Wells Fargo, Time Warner Cable, etc.) that offer services around home purchase/ownership pay for Vendigi's digital audience data. The audience data when used in online campaigns allow advertisers to put their ads in front of the right person (home buyer, seller or owner) at the right time (financing a home, buying a home, selling a home, just moved into a home, remodeling a home, refinancing a home, large equity in a home, etc.).

Vendigi is the first to harvests broker and agent digital audiences from their source system, the MLS. This allows advertisers (Zillow, Trulia, Realtor.com, etc.) with products and services aimed at real estate professionals the ability to target these audiences as never before. Advertisers pay Vendigi for this audience.

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**Summary**

<b>Prior Year Revenue</b> <a href="#">Sign up as Investor</a>	<b>Current Year Revenue</b> <a href="#">Sign up as Investor</a>	<b>Next Year Revenue</b> <a href="#">Sign up as Investor</a>
<b>Company Age</b> 10 months	<b>Employees</b> 5	<b>Sub-Industry</b> Advertising

**Products / Services**

**ListTrac - Digital Audience Harvesting**

www.listtrac.com - ListTrac allows real estate brokers to measure user engagement data related to their listing content. These metrics allow brokers to assess and determine an effective syndication plan for their content. The tracking framework provided by ListTrac caters specifically to the real estate industry; as such, it allows for the monitoring of the following activities as it pertains to a real estate broker's listings:

- Listing Viewed
- Lead Generated
- Listing Shared
- Tagged as Favorite
- Virtual Tour Viewed
- Image Gallery Viewed
- Click Through
- Listing Printed
- Driving Directions Viewed
- Agent Profile Viewed

ListTrac (<http://1drv.ms/1yEYcuY>) also provides a way for brokers to monetize the 'eye-balls' that view their listing content. Hundreds of millions of consumers view listing content each month. Internet advertising is powered by content and allowing marketers to advertise to the viewers of that content. Listing content is some of the best content online.

**Markets**

Market	Annual Size	% Growth Rate
Home Improvement, i.e. The Home Depot, Lowes	\$3,000,000,000	15 %
Financial Institution Advertising Budgets	\$7,000,000,000	15 %
Real Estate advertising to brokers and agents	\$250,000,000	25 %

**Management**

**Chief Executive Officer**

**Trent Gardner** [in](#)

Twelve years of business development experience within the Real Estate Industry. Established relationships with the top MLSs in the US and Canada and top national brokers. Led several start-ups from inception to high growth. Two years in the digital audience industry with relationships with top trading desks with a focus on revenue generation.

**Chief Technology Officer**

**Ata Hassan** [in](#)

Twelve years of product development and technical analysis experience in the mortgage and real estate industry. Experienced in predictive analytics and big data sets with focus on the plumbing of the Ad Ecosystem (Brands, Trading Desks, DSPs and DMPs)

[ENTREPRENEURS - CREATE YOUR PROFILE](#)
[INVESTORS - REQUEST PLAN/DOCUMENTS](#)
[INVESTORS - SEND MESSAGE](#)

**Funding**

40%

Funding Goal	<b>\$500,000</b>
Funding Raised So Far	<a href="#">Sign up as Investor</a>
Funding Commitments	<b>\$200,000</b>
Funding Remaining	<b>\$300,000</b>
Funding Type	<b>Convertible Debt</b>
Pre-Money Valuation	<a href="#">Sign up as Investor</a>
Investor Ownership	<a href="#">Sign up as Investor</a>
Interest / Dividend	<a href="#">Sign up as Investor</a>
Previous Funding	<a href="#">Sign up as Investor</a>

**Media**

video: [1drv.ms/1uxdpv8](https://1drv.ms/1uxdpv8)



**Documents**

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**External Links**

[ListTrac](#)

**Contact**

**Trent Gardner** [in](#)

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Have a question? Give us a call: 866.542.3638

