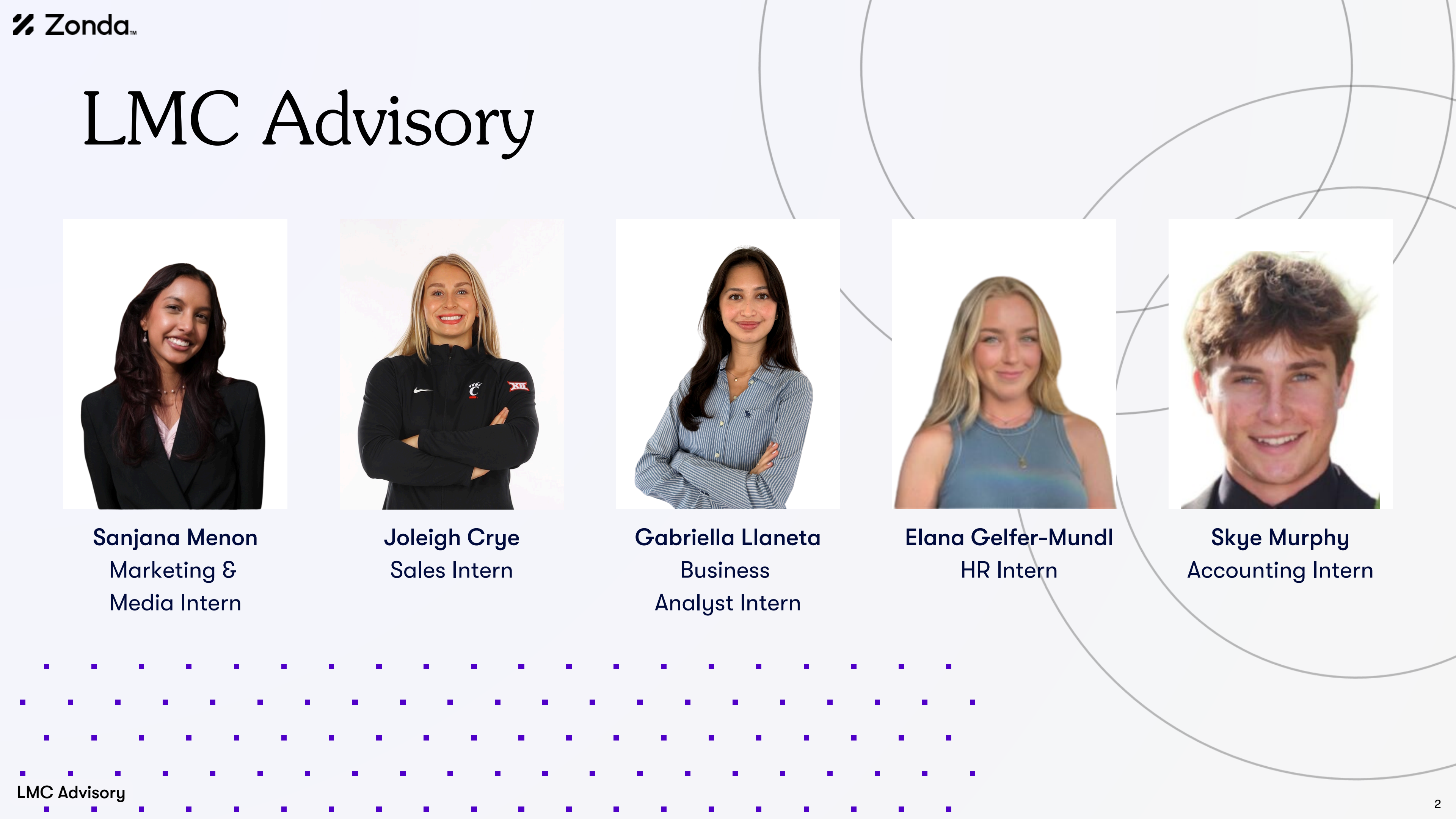


The background is a detailed architectural drawing of a building's structural plan. It features various rooms, corridors, and structural elements like columns and beams. Dimensions are written in both metric (meters) and imperial (feet and inches) units. Some text is in Russian, such as 'Стойка' (Rack) and 'Узел' (Node). The drawing is in black lines on a light gray background.

CEO for 30 Days: A Plan to Reach a New Market of Builders

LMC Advisory



LMC Advisory



Sanjana Menon
Marketing &
Media Intern



Joleigh Crye
Sales Intern



Gabriella Llaneta
Business
Analyst Intern



Elana Gelfer-Mundl
HR Intern



Skye Murphy
Accounting Intern

Agenda

01 | PAIN POINTS

02 | PROPOSAL 1

03 | PROPOSAL 2

04 | NEXT STEPS

05 | Q&A



Pain Points



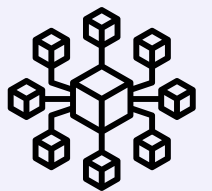
Market Reach Gap: Zonda has yet to tap into the lower third of the homebuilder market, an underserved segment that lacks access to the data and insights larger builders rely on



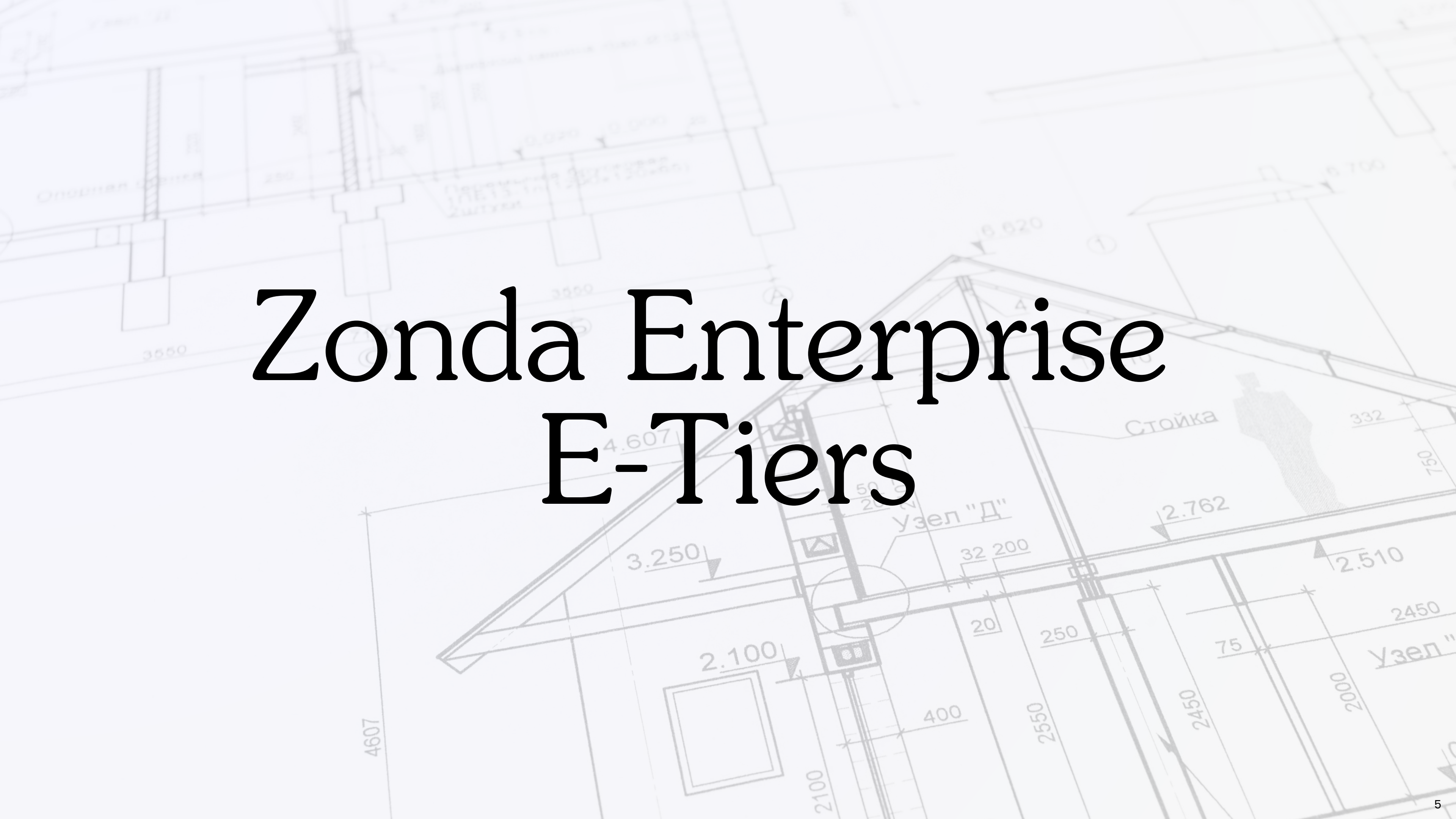
Value Barrier: Smaller and mid-sized builders often hesitate to invest in Enterprise because they don't see the value or need all the tools it offers



Advisory Affordability Issues: Smaller builders often can't afford full advisory services and just need simple guidance to check their direction



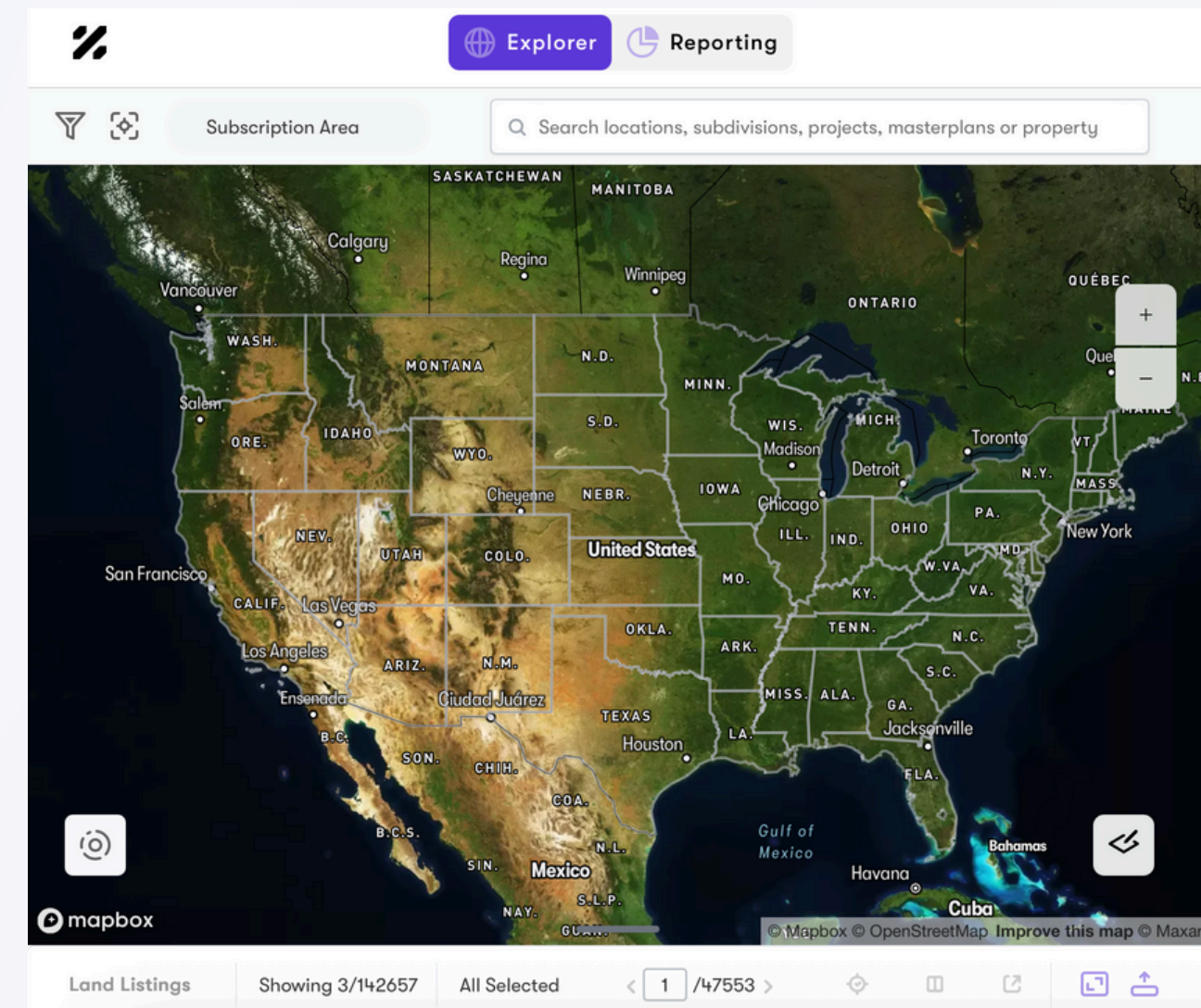
Lack of Integration: Limited integration between Enterprise and advisory leaves smaller builders without a clear path to data and expert guidance



Zonda Enterprise E-Tiers

What is Zonda Enterprise E-Tiers?

Zonda Enterprise E-Tiers is built for small builders and other growing players who want powerful market insights without taking on the cost of a full Enterprise package.



VALUE PROPOSITION

Zonda Enterprise E-Tiers delivers Zonda's proprietary data at a scale designed for **mid and smaller builders**. With streamlined access to research and market intelligence, you gain the insights to compete with national players.

Key Features

Enterprise Essentials

50% of the cost of the standard CBSA price

- Core project search
- Basic map & filters
- Short market reports

Enterprise Elite

75% of the cost of the standard CBSA price

- Enhanced explorer & filters
- Custom map drawing
- Full market reports & snapshot demographics

Enterprise Executive

Full standard price

- All features unlocked
- Exports, iPad access, & Zonda Satellite
- Full demographics, deed data, & advisor support
- Current Enterprise app

Product Tiers Use Cases

Tier Qualifications

Use Case

Essentials

- 20th percentile annual home closings in a given CBSA
- Builds in one or limited CBSA, family or boutique builders

- A small local builder wants data on what land in their CBSA is most optimal to build in

Elite

- 40th percentile of annual home closings in a given CBSA
- Builds across multiple CBSAs, diversified product offerings

- A regional builder wants to know the demographics of the CBSA they are building in

Executive

- > 40th percentile annual home closings in a given CBSA
- Builds nationally

- A big builder that builds in multiple states wants to use Zonda iPad and Satellite for their next project

A Visual Representation of Enterprise

Essentials

Summaries

SubdivisionsProjectsClosingsDemographics

Select All

Demographic Snapshot

Key population and household metrics, including age & income segmentation, race, and education.

Population Trends

Population counts by age, gender, race, occupation, and commuting patterns.

Household Trends

Household counts by income, size, occupancy, and housing characteristics.

Elite

Summaries

SubdivisionsProjectsClosingsDemographics

Select All

Demographic Snapshot

Key population and household metrics, including age & income segmentation, race, and education.

Population Trends

Population counts by age, gender, race, occupation, and commuting patterns.

Household Trends

Household counts by income, size, occupancy, and housing characteristics.

Executive

Summaries

SubdivisionsProjectsClosingsDemographics

Select All

Demographic Snapshot

Key population and household metrics, including age & income segmentation, race, and education.

Population Trends

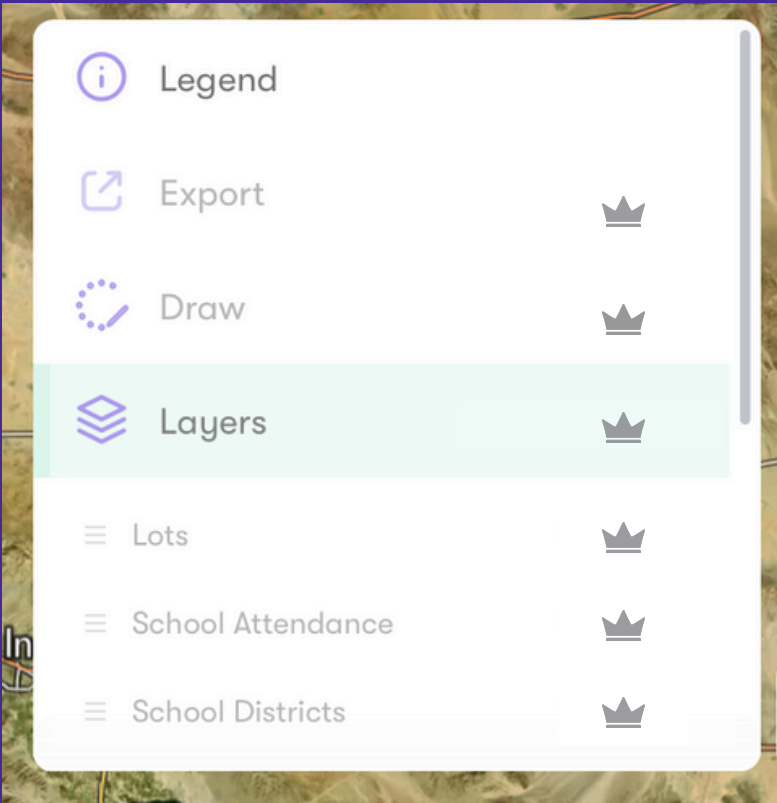
Population counts by age, gender, race, occupation, and commuting patterns.

Household Trends

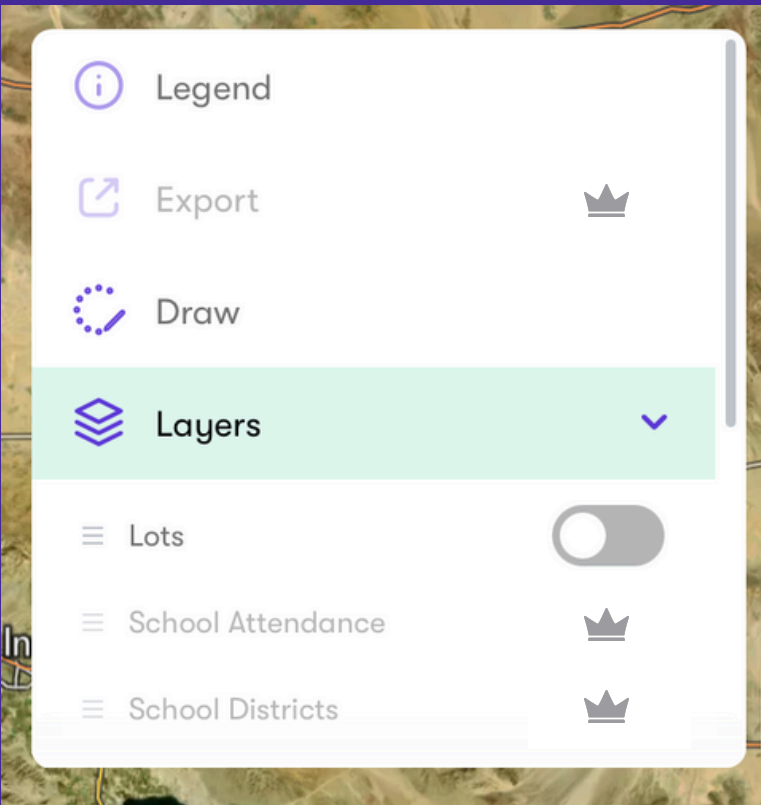
Household counts by income, size, occupancy, and housing characteristics.

A Visual Representation of Enterprise

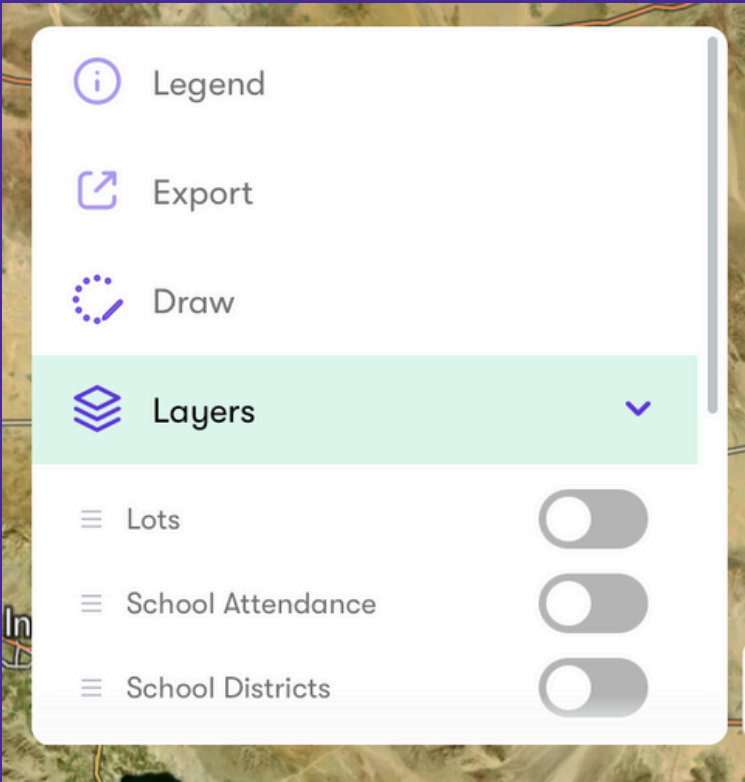
Essentials



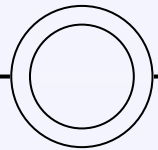
Elite



Executive



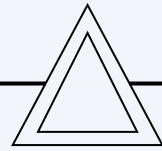
Sales and Marketing with Essentials



01

Demos

- Demo Enterprise Executive; if price is an objection and they meet the Essentials qualifications we will Demo Essentials

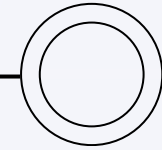


02

Growth

Goal is to grow with clients and get them to move to the full Enterprise

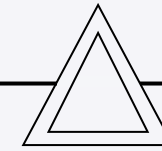
- Limiting features that are needed for a growing/ larger company
- Offering 1 month trial at reduced price



03

Events

- Discounted price on big events (Builder 100, Future Place, Elevate, etc.) for builders subscribed to Enterprise Executive



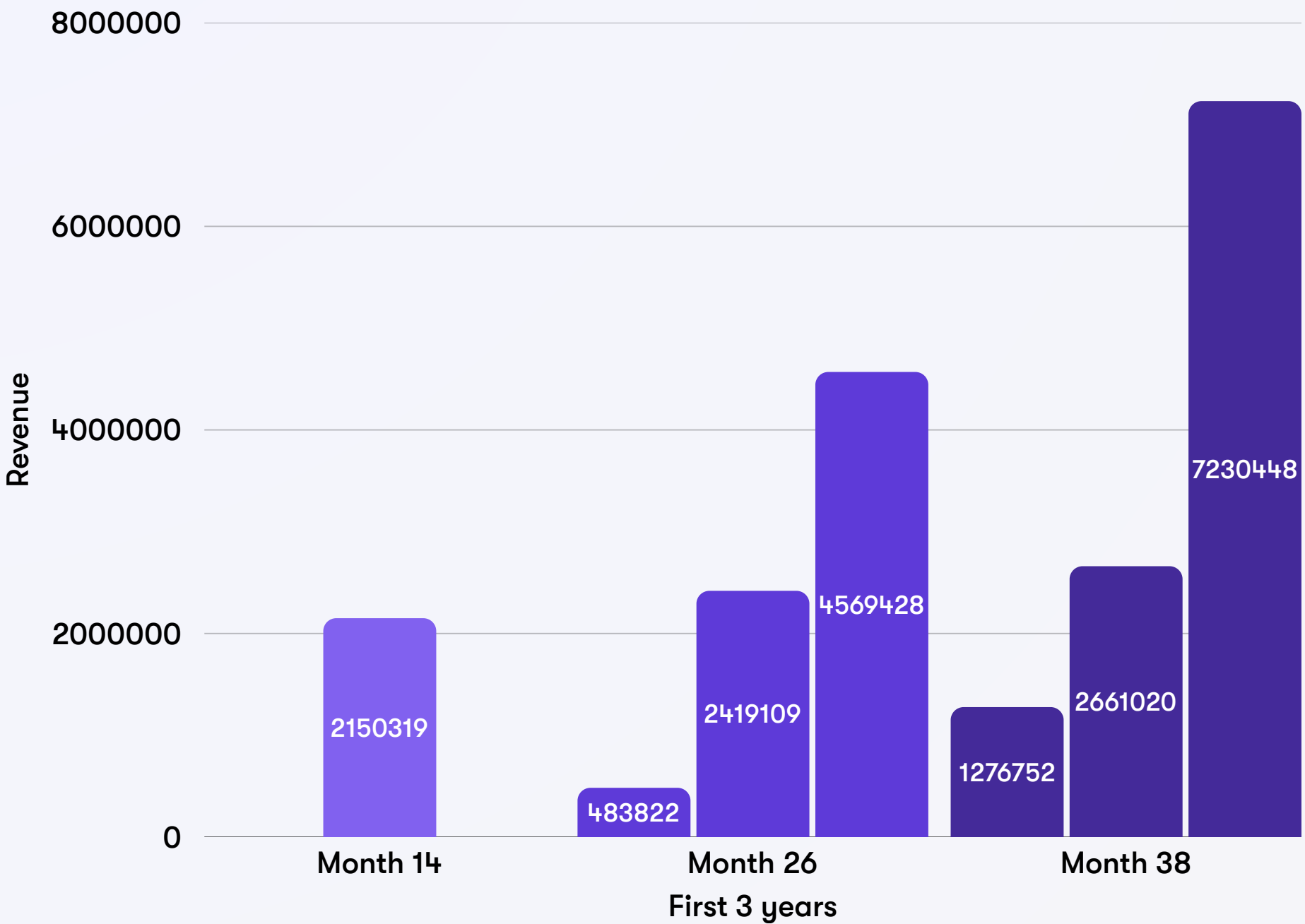
04

Past Clients/ Cancellations

- DBD's can reach out to past clients who canceled due to price and see if they would be interested in Enterprise Essentials
- Account managers can see if customers who are canceling due to price would rather have Essentials



Revenue Projections



Assumptions:

- All 17 DBDS in US close 1 Esesentials a month
- 50% of clients upgrade after a year
- 10% of clients unsubscribe

Revenue Break down			
Month	Total Revenue	Yearly Revenue	Revenue From Growth/Upgrades
Month 14	\$2,150,319	\$2,150,319	
Month 26	\$4,569,428	\$2,419,109	\$483,822
Month 38	\$7,230,448	\$2,661,020	\$1,209,554

Ask an Advisor

What is Ask an Advisor?

A mid-tier advisory product that is in between Zonda's custom advisory and publicly available research that is accessible through Enterprise, Zonda Portal, and our site.

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Common Questions

Example Service

Get Started

Request Advisory Service

Get expert insights tailored to your development project



Ready to Get Expert Insights?

VALUE PROPOSITION

Ask an Advisor gives developers and builders **expert insights and guidance** without the complexity and cost of a full advisory service, giving you the clarity and confidence to move forward with your project.

Key Features

Targeted/ Guiding Questions

Offers commonly asked advisory questions that advisors know how to answer

Enterprise Executive Premium

Enterprise Executive (3rd tier) offers 1 complimentary Ask an Advisor Question

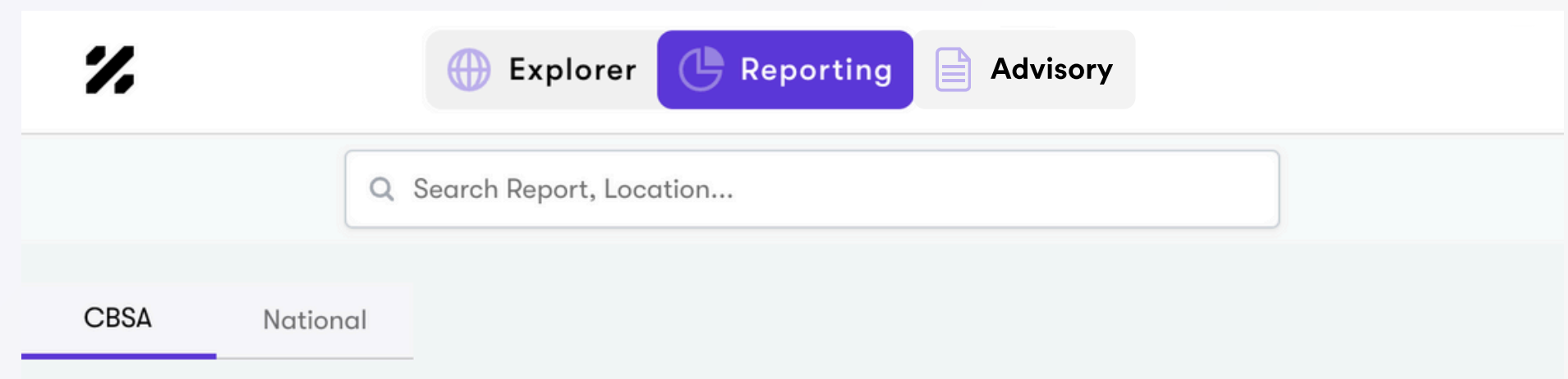
Pricing Model

\$2000 (Enterprise Users)
\$2500 (Zonda
Subscribers/Clients)

Easy-to- Navigate Interface

Easily accessible landing page, provides standardized format to describe projects, minimizes client/advisor contact

Accessible in Enterprise



Ask an Advisor Landing Page

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Common Questions

Example Service

Get Started

Common Questions by Advisory Focus Area

Explore questions organized by our advisory specialties

Help with pricing strategy

Example Questions:

- What price points should I target for maximum absorption?
- Should I adjust my floor plans or square footage based on local trends?
- Is my current product mix aligned with buyer expectations?
- Am I making the right strategic calls in this market cycle?

Lot ratio analysis

Example Questions:

- How should I phase my land development based on supply forecasts?
- Is this lot purchase a good investment based on absorption rates?
- Should I hold or sell my land bank?

Sales pace

Example Questions:

- Why are my sales slowing down, and how can I fix it?
- How do my marketing efforts compare to industry benchmarks?
- What incentives are other builders using successfully right now?

Market absorption rates

Example Questions:

- How does my project performance compare to competitors?
- Are my construction cycle times in line with the market?
- What absorption rates should I expect for my project type?

Competition analysis

Example Questions:

- Where am I overspending compared to peers?
- How does my project performance compare to competitors?
- Where should I build next based on demand and competition?

Demographic insights

Example Questions:

- What markets are showing the strongest growth potential?
- How is buyer demand shifting in my region?
- What demographic trends should inform my product strategy?

General CBSA & market overview

Example Questions:

- What are the key market drivers in my CBSA?
- How should I adapt my business to a high-interest-rate environment?
- What are the employment and population trends affecting demand?

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Common Questions

Example Service

Get Started

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request

Advisor Report

1

2

3

4

Project Details & Location

Tell us about your development project and location

CBSA Location

Select CBSA location

Project Type

Select project type

Project Details

Include details such as unit count, builders, number of product lines, and specific location...

Continue

Interface Walkthrough

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request Advisor Report

1 — 2 — 3 — 4

Project Details & Location
Tell us about your development project and location

CBSA Location
Select CBSA location

Project Type
Select project type

Project Details
Include details such as unit count, builders, number of product lines, and specific location...

Continue

Select CBSA,
Project Type, and
provide details

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request Advisor Report

1 — 2 — 3 — 4

Advisory Focus Areas
Select your main concerns and add any custom questions

Advisory Focus Area (Select One)

- ☐ Help with pricing strategy
- ☐ Lot ratio analysis
- ☐ Sales pace
- ☐ Market absorption rates
- ☐ Competition analysis
- ☐ Demographic insights
- ☐ General CBSA & market overview

Questions and Concerns
Refer to the Common Questions tab for examples, or describe your specific questions...

Back Continue

Select areas of focus
(based on common
client issues)

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request Advisor Report

1 — 2 — 3 — 4

Select Your Advisor
Choose an expert advisor based on your project needs

- ☐ Kimberly Byrum - Managing Principal, Multifamily
Available for consultation
- ☐ Bryan Glasshagel - Principal, Homebuilding - Texas
Available for consultation
- ☐ Mollie Carmichael - Principal, Product & Consumer Insights
Available for consultation
- ☐ Todd Tomalak - Principal, Building Products and Remodeling
Available for consultation
- ☐ Adam McAbee - Senior Vice President, Homebuilding - National, Resorts and Second Home
Available for consultation

Choose an advisor
based on region
and specialty

Interface Walkthrough

Ask an Advisor

Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request

Advisor Report

1

2

3

4

Contact Information

Final step - provide your details to complete the consultation request

Full Name

Email

Company

Phone

Consultation Summary

Project: in

Details:

Advisor:

Investment: \$2,000 initial consultation

[Back](#) [Complete & Pay \\$2,000](#)

Provide client information
and pay online

Payment will go through after the
question is approved

Ask an Advisor


Get expert insights tailored to your development project. Professional advisory services between custom consulting and public research.

Advisory Request

Advisor Report

Advisor Report

Your advisor will provide a detailed report here after the consultation



Report Pending

Your advisor will upload your custom report here after your consultation session. This typically happens within 5-7 business days.

Information will be sent to the
advisor of choice and the report will
be returned in 5-7 business days



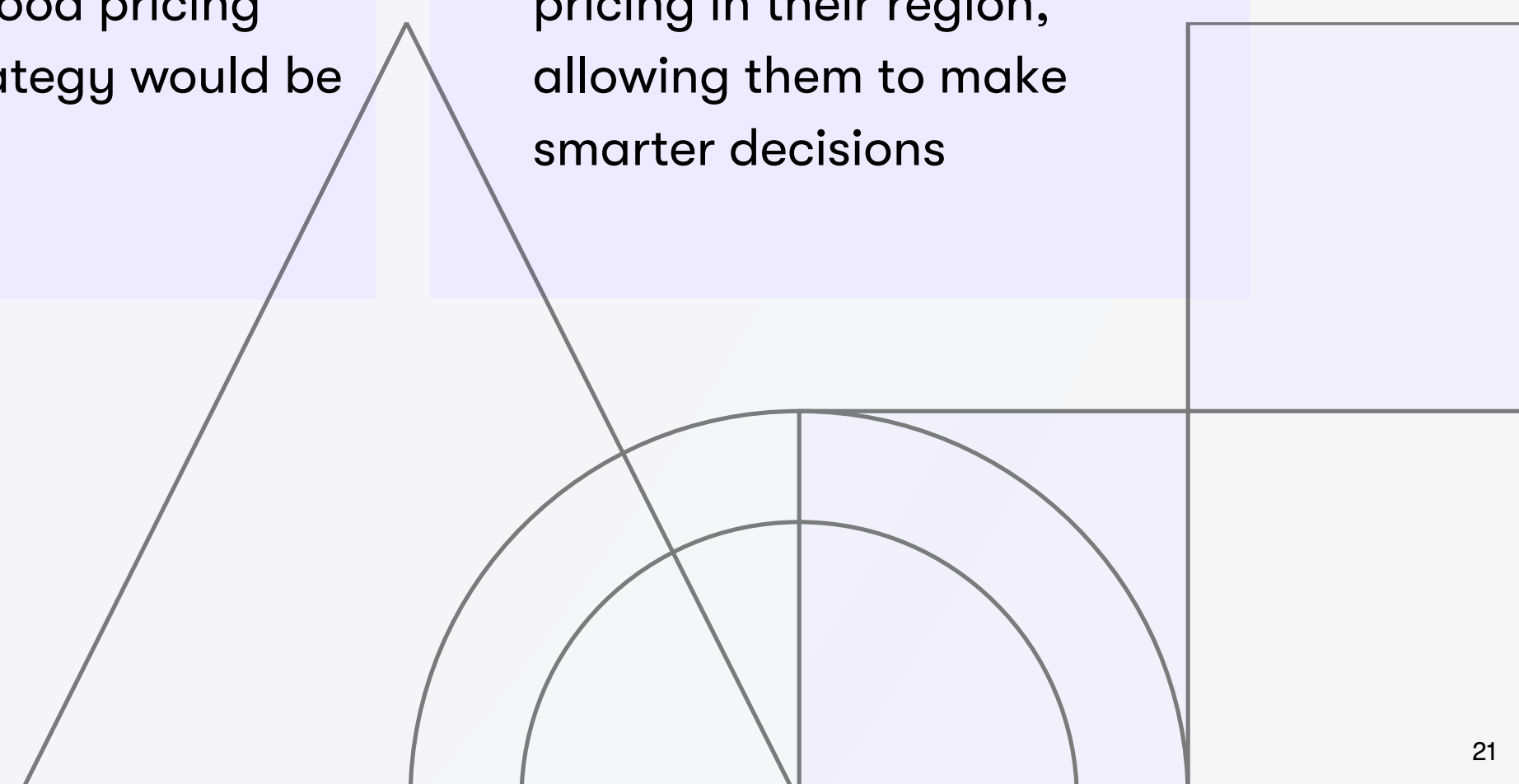
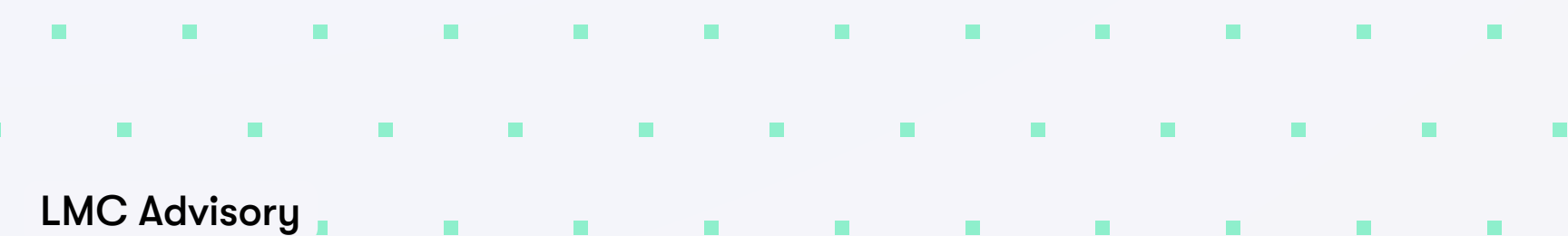
Use Cases

Example Client Profile

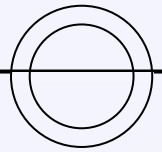
- A regional builder planning to build a Multifamily community (ex. Boise, ID or Irvine, CA).
- They have internal research capabilities but need to know if they are making the right decision

- They want to understand what a good pricing strategy would be

- The builder could use Ask an Advisor to ask Kimberly
- Would gain insights on pricing in their region, allowing them to make smarter decisions



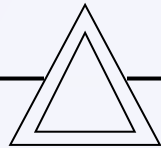
Rollout Plan



01

Testing and Validation

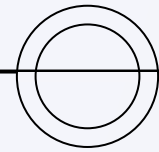
- External and internal stakeholders go through the process of quality assurance



02

Preselling

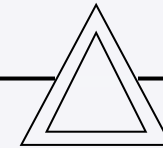
- Start internal sales training and create sales materials
- Sales representatives and account managers start pre-selling the advisory plan to clients
- Have advisors start pitching the product to their clients



03

Marketing

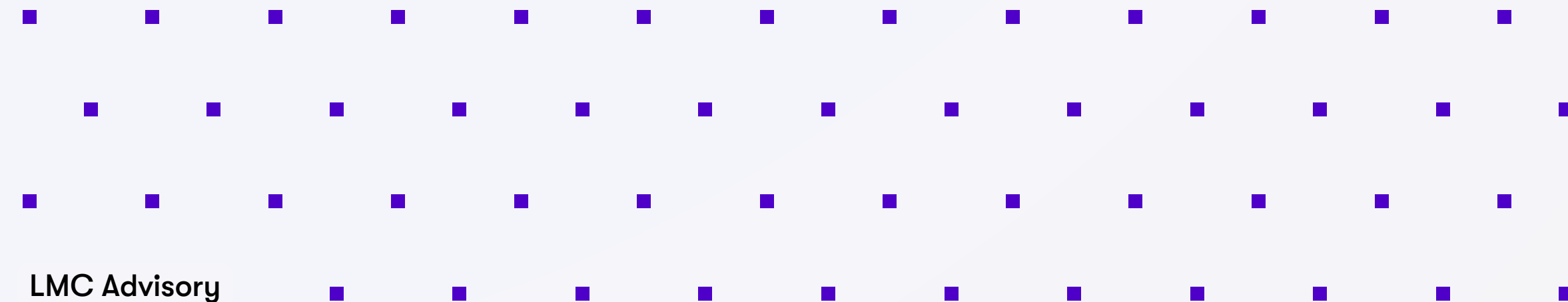
- Run email campaigns to all clients
- Have advisors mention the service in Webinars and events (Builder 100, Accelerate, Future Place, etc.)
- Run social media campaigns on advisor and Zonda LinkedIns



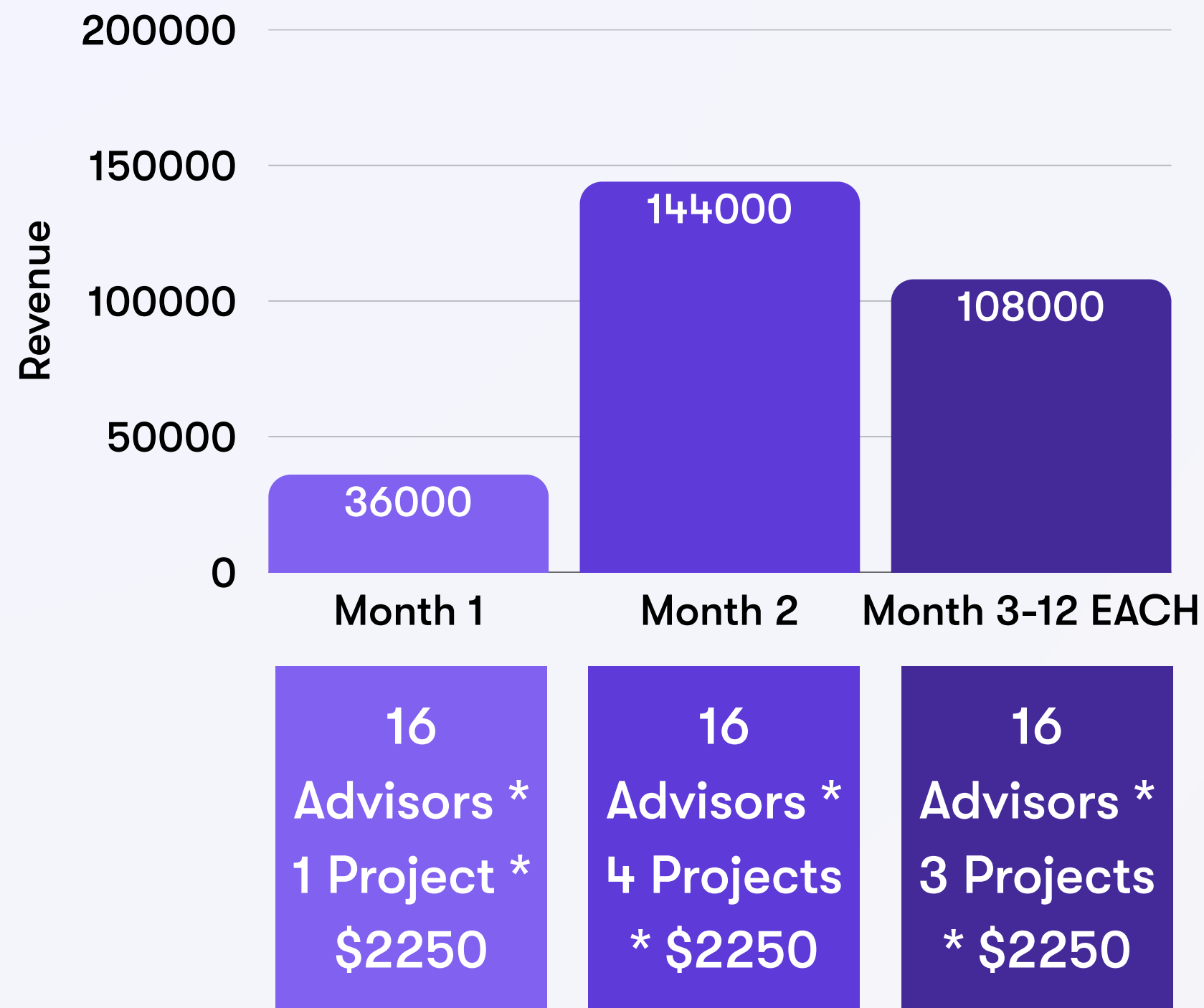
04

Optimize

- Work with the product team to set up a dashboard tile in Enterprise future updates
- Set up consistent email blasts
- Ask for client feedback after using the service to improve the product
- Create an AI that automates presentation making and create exhibits based on CMA



Revenue Projections



Assumptions:

- More than half of the advisors participate in the service
- Advisors get at least 2 projects in the first month, 6 in the 2nd month, and 5 in the coming months

Total Yearly Revenue:

\$1,260,000

~8% Growth in Advisory Revenue

Recommended Next Steps

01

Confirm the team
is working on
Enterprise
Essentials and
Elite and Ask an
Advisor

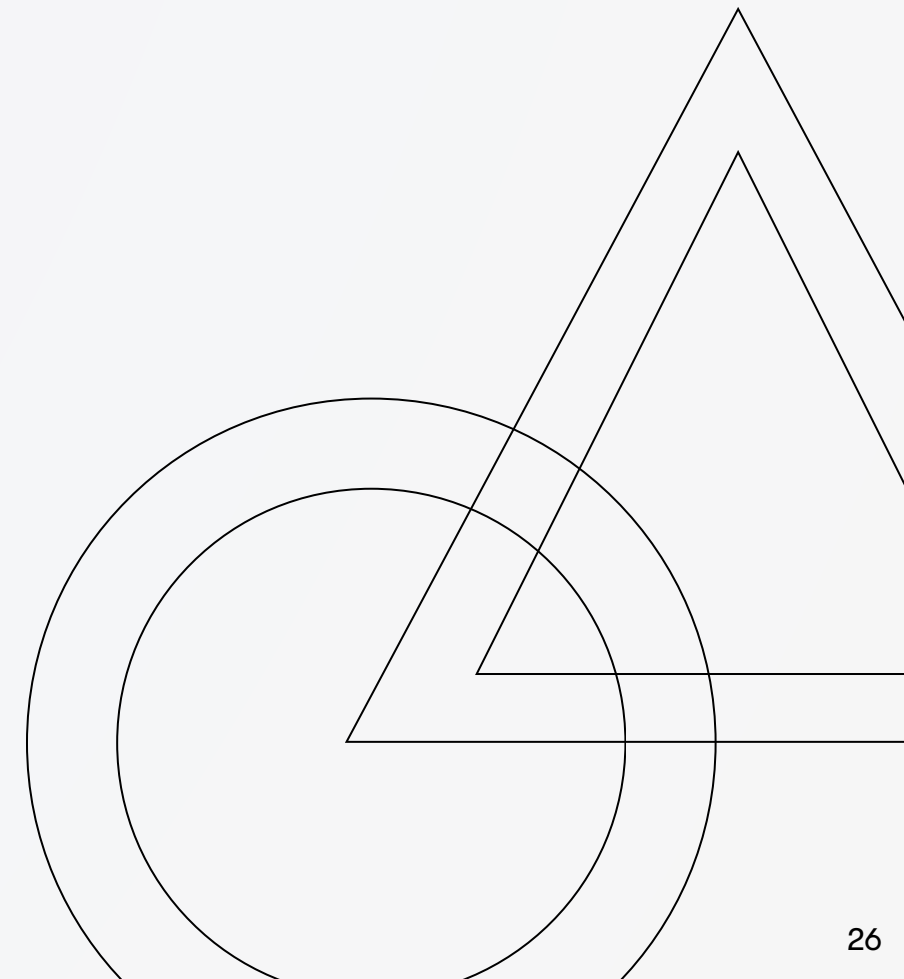
02

Refine the
timeline and set
dates for goals

Thank You!

Appendix

1. Enterprise Executive Client Retention
2. Features per Tier and Pricing
3. Enterprise Revenue Projections Excel
4. Ask an Advisor Engineering Logistics



Enterprise Executive Client Retention

“If Zonda released smaller versions of Enterprise, we would **not** feel the need to move from our already existing Enterprise subscription, as we use all of the data and features that it offers.”

-C Level Executive, Tri-Pointe Homes

Client Profile: 5000+ Lot Closings / YR, 4.5 Billion Revenue / YR, Builds in Multiple CBSAs

Features per Tier and Pricing

Features			Enterprise Essentials	Enterprise Elite	Enterprise Executive	
			50% Value of CBSA	75% Value of CBSA	Full Standard CBSA Pricing	
Project & Subdivision Search			Yes	Yes	Yes	
Explorer Table (Basic)			Yes	Enhanced	Enhanced	
Map with Cluster Icons & Pop-Ups			Basic	Full Layers	Full Layers + Overlays	
Custom Region Drawing & Filtering			Basic (CBSA, County)	Yes (Add custom shapes)	Yes + Company-defined regions	
Keyword & Status Filters			Yes	Yes	Yes	
Advanced Filters			No	Yes	Yes	
Date Range Filters			No	Yes	Yes	
Data Summaries (Lot, Price, Builder, etc.)			Yes	Yes	Yes	
Vacant Developed Lots (VDL)			Yes	Yes	Yes	
Market Reports			Short Market Report	Both Market Reports	Both Market Reports	
Master-Planned Community Profiles			No	No	Yes	
Demographic Reports			No	Snapshot	Yes	
Deed Data			No	Limited	Yes	
Zonda Satellite			No	No	Yes	
Zonda iPad App Access			No	No	Yes	
Map Exports (PNG)			No	No	Yes	
PDF Exports (Reports & Snapshots)			No	No	Yes	
Heatmaps			Yes	Yes	Yes	
Ask an Advisor			Pay per request	Pay per request	Yes, for an additional premium	

Enterprise Revenue Projections Excel

state	survey	CBSA	Cost	DBD	DBD	AVG cost of DBD CBSAs Exclusive	AVG cost of DBD CBSAs essentials	total rev whole country year one
NC	NC	Stanly	\$ 8,016	Travis	Travis	\$ 13,974	\$ 6,987	
NC	Enterprise Survey-Anderson Creek, NC	Harnett	\$ 8,016	Travis	Sandi	\$ 23,043	\$ 11,521	
NC	Enterprise Survey-Sanford, NC	Lee	\$ 8,016	Travis	Ryan	\$ 28,338	\$ 14,169	
NC	Enterprise Survey-Hickory-Lenoir-McCoy, NC	Alexander, Burke, Caldwell, Catawba	\$12,000	Travis	Rachael	\$ 12,530	\$ 6,265	
NC	Enterprise Survey-Triad, NC	Alamance, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Yadkin	\$15,750	Travis	neil	\$ 15,435	\$ 7,718	
NC	Enterprise Survey-Charlotte	Anson (NC), Cabarrus (NC), Gaston (NC), Iredell (NC), Lancaster (SC), Lincoln (NC), Mecklenburg (NC), Rowan (NC), Stanly (NC), Union (NC), York (SC)	\$27,342	Travis	Mike	\$ 17,737	\$ 8,868	
NC	Enterprise Survey-Raleigh-Durham	Chatham, Durham, Franklin, Granville, Johnston, Orange, Person, Vance, Wake	\$27,342	Travis	Michael	\$ 22,113	\$ 11,057	
SC	Enterprise Survey-Hilton Head Island	Beaufort, Jasper	\$10,020	Travis	Justin	\$ 17,540	\$ 8,770	
SC	Enterprise Survey-Columbia	Calhoun, Fairfield, Kershaw, Lexington, Richland, Saluda	\$10,020	Travis	Joel	\$ 25,820	\$ 12,910	
SC	Enterprise Survey-Spartanburg	Spartanburg	\$10,020	Travis	Gregg	\$ 26,603	\$ 13,302	
SC	Enterprise Survey-Charleston-North	Berkeley, Charleston, Dorchester	\$15,040	Travis	DJ	\$ 15,617	\$ 7,808	
SC	Enterprise Survey-Greenville	Anderson, Greenville, Laurens, Pickens	\$15,040	Travis	David	\$ 21,024	\$ 10,512	
SC & NC	Enterprise Survey-Myrtle Beach-Conway-North Myrtle	Brunswick, Horry	\$15,040	Travis	Clann	\$ 36,792	\$ 18,396	
CA	Enterprise Survey-Ventura County, CA	Ventura	\$ 6,825	Sandi	Budd	\$ 18,611	\$ 9,305	
CA	Enterprise Survey-Kern-Bakersfield	Kern	\$11,554	sandi	Ben	\$ 26,775	\$ 13,388	
CA	Enterprise Survey-San Diego	Imperial, San Diego	\$14,742	Sandi	Allison P	\$ 17,431	\$ 8,715	
CA	Enterprise Survey-Inland	Riverside, San Bernardino	\$23,121	Sandi	Allison	\$ 19,005	\$ 9,503	
CA	Enterprise Survey-Central CA	Fresno, Kern, Madera, Merced, San Joaquin, San Luis Obispo, Santa Barbara, Stanislaus, Tulare	\$28,350	Sandi		\$	179,193	\$ 2,150,319 \$ 1,075,160
CA	Enterprise Survey-LA OC	Los Angeles, Orange	\$30,450	Sandi				\$ 1,612,739.3
CA	Enterprise Survey-Central California-Santa Clara	Fresno, Kern, Kings, Madera, Merced, Monterey, San Benito, San Joaquin, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz, Stanislaus, Tulare	\$34,650	Sandi				assuming that 50% of people would want to move up to Elite Month 15-27 \$ 2,687,898.8
CA	Enterprise Survey-LA Coastal	Los Angeles, Orange, Ventura	\$34,650	Sandi		\$184,342 \$23,043		\$ 4,838,217.9 \$ 1,209,554.5
VA	Enterprise Survey-MidAtl-Virginia Beach,VA	Chesapeake (VA), Currituck (NC), Gates (NC), Gloucester (VA), Hampton (VA), Isle of Wight (VA), James City (VA), Mathews (VA), Newport News (VA), Norfolk (VA), Poquoson (VA), Portsmouth (VA), Suffolk (VA), Virginia Beach (VA), Williamsburg (VA), York (VA)	\$15,240	Ryan				\$ 1,814,331.7
MD	Enterprise Survey-Maryland MSA Match	Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Kent, Queen Anne's	\$17,892	Ryan				\$ 2,419,109.0
MD/VA	Enterprise Survey-Whole	Alexandria (VA), Anne Arundel (MD), Arlington (VA).	\$54,621					

Ask an Advisor Engineering Logistics

Client Access to Advisory Report

- **Option A:** Login to account to view → Clients create an account that is tied to the interface
- **Option B:** Email with secure, one-time link → Emailed a unique link that shows their report in the interface

Interface Database

- Each inquiry populates a database
- When the inquiry is approved, it is sent to the advisors email
- Submits the report to the database which is sent to the interface