

Every home in America has a story.
Nobody owns the record.

The largest asset most Americans will ever own has no Carfax equivalent. Inspection findings die in PDFs the day after closing; maintenance and repairs go undocumented. Maintana builds the canonical, owner-controlled data layer for residential property — captured at purchase, enriched over its lifetime, and monetized across the \$543B U.S. home services economy.

"Diligence today, dividends tomorrow." Homes with documented maintenance histories sell faster and at premium valuations. Maintana makes that record automatic.

\$543B

U.S. HOME SERVICES MARKET, 2025
(MARKETDATA)

25-30K

LICENSED INSPECTORS —
FRAGMENTED, AGING, DIGITIZING

3M+

HOME INSPECTIONS ANNUALLY IN THE
U.S. (EST.)

87M

OWNER-OCCUPIED U.S. HOMES
(CENSUS HVS, Q4 2025)

THE PROBLEM

- Inspection reports are static PDFs that die the day after closing — no living record of the home.
- Homeowners spend ~\$8,800/yr on maintenance and repairs with zero institutional memory of what was done or under warranty.
- Service providers compete on Yelp and Angi with no property context — expensive lead-gen, high churn.

THE MAINTANA SOLUTION

- Structured findings at closing — every inspection produces a machine-readable record of systems, ages, defects and severities, not a flat PDF.
- Living property record — warranties, appliances, repairs, photos, contractor invoices auto-ingest over time.
- Owner-controlled, portable — the record travels with the home; the new buyer is onboarded on day one. Optional 3D tour the inspector prices and sells to their own client.

HOW WE MAKE MONEY

- Inspector SaaS — \$29 Core • \$49 Rosie • \$89 Rosie Pro, per inspector, flat. No per-added-inspector premium at any firm size; Spector charges \$109/mo plus \$99 per added seat.
- Homeowner memberships — the record and vault are free forever, never gated; \$3 Rosie • \$6 Rosie Pro buy the assistant, not the storage.
- Provider advertising — flat fees and ZIP-territory subscriptions, never a commission or per-lead fee. On settlement-adjacent services a take-rate is a RESPA referral fee; a flat ad fee is not.
- Data & underwriting licensing — homeowners keep their documents; Maintana owns the event record behind them. Insurers and lenders license the de-identified, aggregate dataset — no identified property or homeowner data leaves the platform.

CHANNEL STRATEGY — WE BUY THE CHANNEL, WE DON'T RENT IT

OWNED DISTRIBUTION • SELF-FUNDING

LAYER 01

Inspector Software at \$29 • Rosie from \$49

\$29 per inspector, flat — \$1,740/yr against Spector's \$6,060 for a five-inspector firm (\$109/mo plus \$99 per added seat). Rosie at \$49 and Rosie Pro at \$89 add the AI. The price buys the channel: every inspection delivers a Maintana record, and that is where the data rights come from.

Asymmetric: incumbents live on that seat revenue — they cannot cut it and keep the lights on

LAYER 02

3D Tour as an Inspector Upsell

An optional service the inspector prices and sells to their own client, or subcontracts. Maintana pays inspectors nothing — the homeowner buys it, and the data lands in the record.

Clean by design: no referral compensation

LAYER 03

Acquire the Channel

Buy one regional firm (5-15 inspectors, \$2-4M revenue). Its own profit services the purchase; its volume is a recurring stream of homeowner introductions at the moment of transfer.

Investment: \$2.0M • operational from day 1

LAYER 04

Maintana Insurance Agency

Own the agency, don't refer to one. A broker network opens multiple A-rated carriers from day one, so every buyer sees several quotes — priced with their own inspection data, when a policy is required to close.

Recurring: commission renews for as long as they own the home

THREE-PHASE BUILD

WEDGE • NETWORK • MARKETPLACE

PHASE I • YEAR 1-2 • THIS ROUND

Acquire the Inspector Channel

Acquire one regional firm and run the whole loop inside it: every inspection produces a structured record, every client is offered the app. Measure homeowner activation and 90-day retention — the number the entire thesis rests on. Sign paying firms alongside it.

Comp: Spector / ISN — but we own the channel, not rent it

PHASE II • YEAR 2-4 • SERIES A

Service Provider Marketplace

Onboard plumbers, electricians, HVAC, roofers, lawn — organically first, then via tuck-in acquisitions. Homeowners book through Maintana; work auto-appends to the record. The agency scales state by state on the same channel logic.

Comp: Neighborly — 30+ brands, 5,500 franchises, \$4B GMV

PHASE III • YEAR 4+ • SERIES B / EXIT

Transaction Marketplace

Once Maintana sits underneath millions of homes, listings carry verified condition data buyers and lenders pay for. The record becomes the resale standard — and the marketplace itself.

Comp: Zillow + Carfax — data-moat marketplace economics

WHY WE WIN

The wedge is the moat. Home inspectors reach every property at the moment of ownership transfer, with the owner's full attention and consent. Zillow owns the transaction. Spector owns the report. Nobody owns the decade in between — the warranties, repairs and service history that accumulate on one address. Like Carfax, the owner keeps their documents while Maintana owns the events behind them — roof replaced under claim, system serviced, warranty lapsed, \$500 paid to a vetted pro. Acquiring inspection firms buys that introduction outright instead of bidding for it in the app store.

USE OF \$12M PROCEEDS

24-30 MONTH RUNWAY

RETURN PROFILE

CATEGORY	ALLOCATION	PURPOSE
Product & engineering	\$3.50M	Inspector + owner apps, AI condition scoring, capture pipeline
Inspector channel — sales, onboarding & migration	\$2.50M	Channel sales team, migration off incumbent software, inspector success
Channel acquisition (one regional firm)	\$2.00M	Owned distribution, captive ops lab, industry credibility
Insurance agency & data licensing	\$1.50M	Agency formation, broker-network access, licensed producers, compliance
Go-to-market & brand	\$1.00M	Inspector associations, conferences, content, PR
G&A, legal, IP & reserve	\$1.50M	Founding team support, trademark, licensing, cushion
Total	\$12.00M	Bridge to Series A on a data & revenue moat

Round size	\$12.0M Seed
Instrument	Priced preferred equity
Target post-money	\$40-50M
Milestone (24 mo)	1 firm owned • agency appointed • activation + retention measured
Series A target	\$25-35M @ \$120-180M post
Path to \$1B+	3 rounds • \$80-120M total
Strategic acquirers	Zillow • CoStar • Frontdoor • Neighborly • insurers