

PRINTgenie is an easy to use SaaS **customer engagement platform** that
uses **Direct Mail, Email & Text** messaging

No Minimums



The Landscape

There is a major **gap in finding** simple, pre-designed campaign marketing solutions that combine personalized **direct mail** with digital without the restraints of minimums.

Search

Typical [search phrases](#) a small business would look for in order to find a marketing solution.

1

🔍 **Automated marketing & campaigns** 🗣️

HubSpot



mailchimp

ActiveCampaign >

salesforce pardot

ZOHO

sendinblue

Constant Contact

2

🔍 **Direct mail marketing services** 🗣️

PsPrint
by deluxe



Click2Mail
.com

vistaprint

PostcardMania
SMALL BUSINESS MARKETING EXPERTS

POSTALYTICS

Feature List

PRINTgenie's feature rich platform includes.

PRINTgenie

- ✓ Personalized Direct Mail
- ✓ Email Automation
- ✓ SMS Automation
- ✓ Commercial & Property Data
- ✓ Data Cleansing
- ✓ Neighborhood Marketing
- ✓ Event Driven Marketing
- ✓ IOS & Android Mobile Apps
- ✓ Campaign Builder
- ✓ Template Builder
- ✓ Content Sharing
- ✓ Affiliate Marketing
- ✓ Industry Agnostic
- ✓ API / SSO / Webhook Access
- ✓ No Minimums

Revenue Model & Segmentation

PRINTgenie makes money through monthly subscriptions/licenses and upsell products

SUBSCRIPTION REVENUE Sales Channels

Retail

Essentials	PRO
\$49/mo	\$97/mo

Reseller/Affiliate

Essentials	PRO
\$24.50/mo	\$48.50/mo

Agency / Enterprise

Volume based subscription tiers

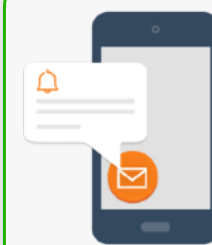
SaaS / B2B

Volume based subscription tiers
API / Webhook / SSO / Widget

UPSELL | ADD-ON REVENUE



Direct Mail



SMS

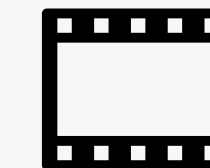


Email



Data

Future | ADD-ON REVENUE



Video Drop



Voice Drop

Other:

Content Creation,
Agency Services, CRM,
Forms, Websites, Social
share, Promo

Case Study: Retail⁰¹

“ Our first Driving for Dollars campaign has been absolutely FIRE!!
We are so overwhelmed with sellers that we are working around the clock!
~Susan Horn

Sales Channels

Retail

Reseller

Agency

SaaS

Susan | Real Estate Investor



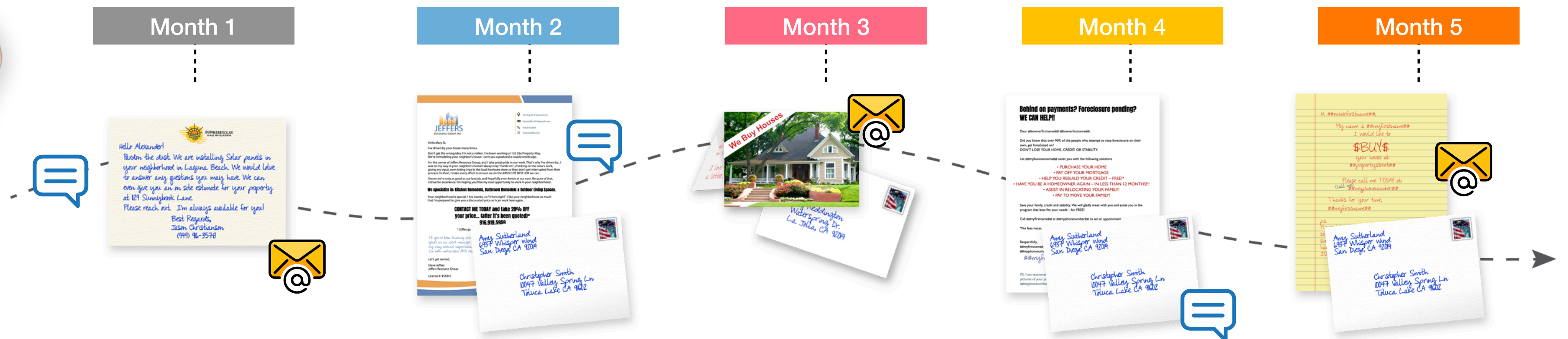
Challenge - As a Real Estate investor, Susan knows that distressed properties are more likely to sell – so she canvases areas to find properties in sub-par condition. When she finds a property of interest, she needs to quickly get the attention of the owners to approach them about selling.



Solution – Susan can pull over, and in the time it takes to change the station on her car stereo, she can select the pre-designed “Driving for Dollars campaign” within her PRINTgenie app. This initiates a text and email touch to the owner of the distressed property followed by a direct mail sequence as part of a 9-touch nurture campaign.



Result – Susan was able to cut her marketing efforts by 90% and increase her response rates, leads and closed business.



Case Study: Retail₀₂

Agent

"This could not be easier. I List a house, I snap a photo of me in front of it and send it to the 100 Nearest Neighbors. Honestly, it's addictive and has become my most used tool for generating new leads!"
~Amy Jensen

Sales Channels

Retail

Reseller

Agency

SaaS

Joseph | Real Estate Agent



Challenge – Every agent knows they need to show proof of production in order to improve their credibility. Joseph is no exception. He wants to let his market area know he's active by touting his **Just Listed** listings and sales when he gets them.



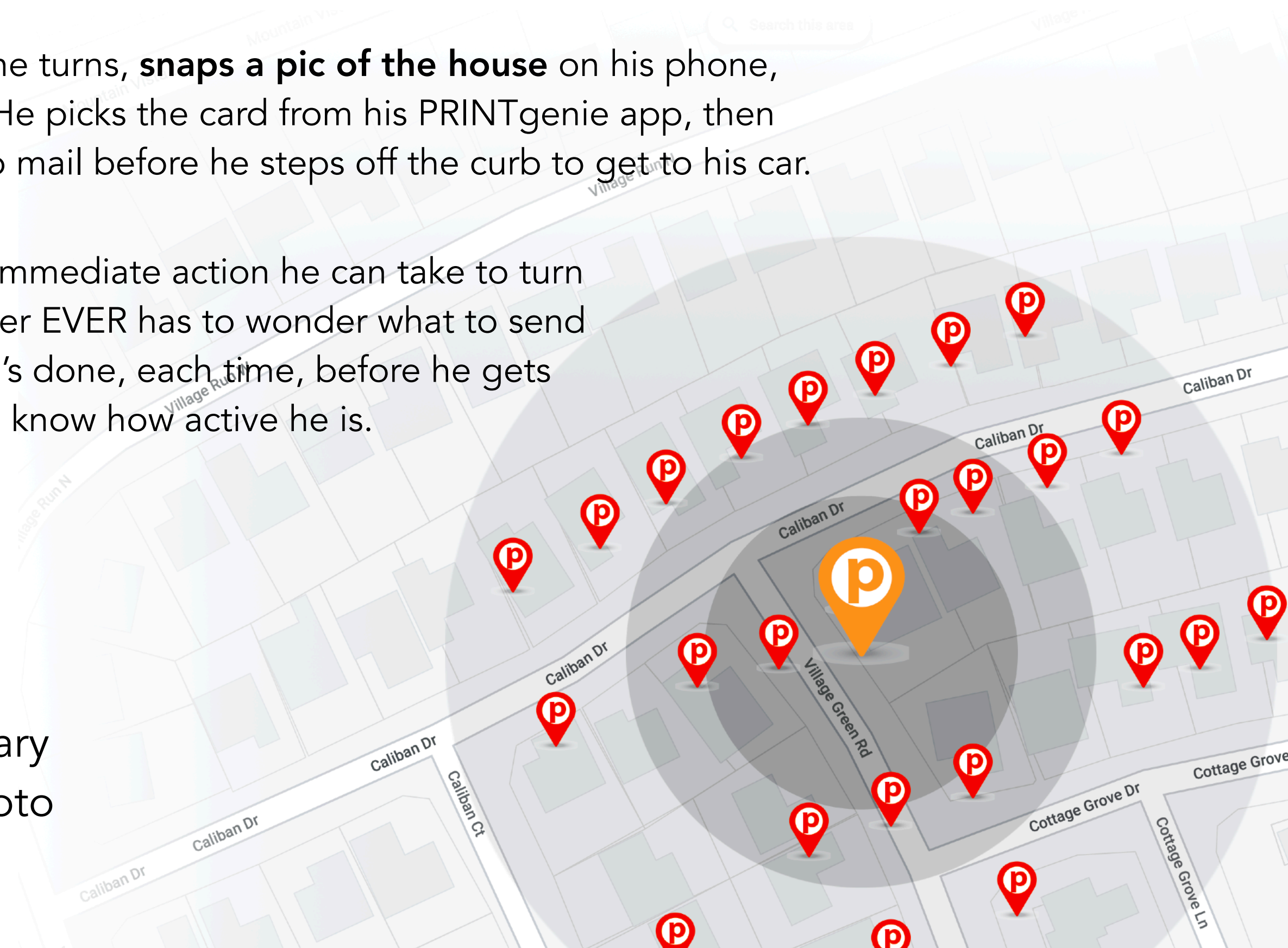
Solution – Joseph lists a house in his target area. On his way out the door, he turns, **snaps a pic of the house** on his phone, then chooses to pull a Nearest Neighbor list of the 100 nearest neighbors. He picks the card from his PRINTgenie app, then presses the button. His postcard with the photo of his listing is scheduled to mail before he steps off the curb to get to his car.



Result – Joseph now has an immediate action he can take to turn one client into many. He never EVER has to wonder what to send to market his production...he's done, each time, before he gets back in his car. His prospects know how active he is.



- ▶ Snap a photo
- ▶ Select photo from library
- ▶ Use Google Street Photo



Case Study: Retail₀₃

Roofer

*"You know when you've found a 'must have' tool. It just becomes a part of my workflow. My team will snap a photo on every rooftop we work on and send it to 300 houses right from the job site."
~Bobby Gordon*

Sales Channels

Retail

Reseller

Agency

SaaS

Bobby | Roofer



Challenge – As a small business that relies on **"getting the word out"** effectively, Bobby knows the value of every customer. He needs to turn ONE customer into MANY.

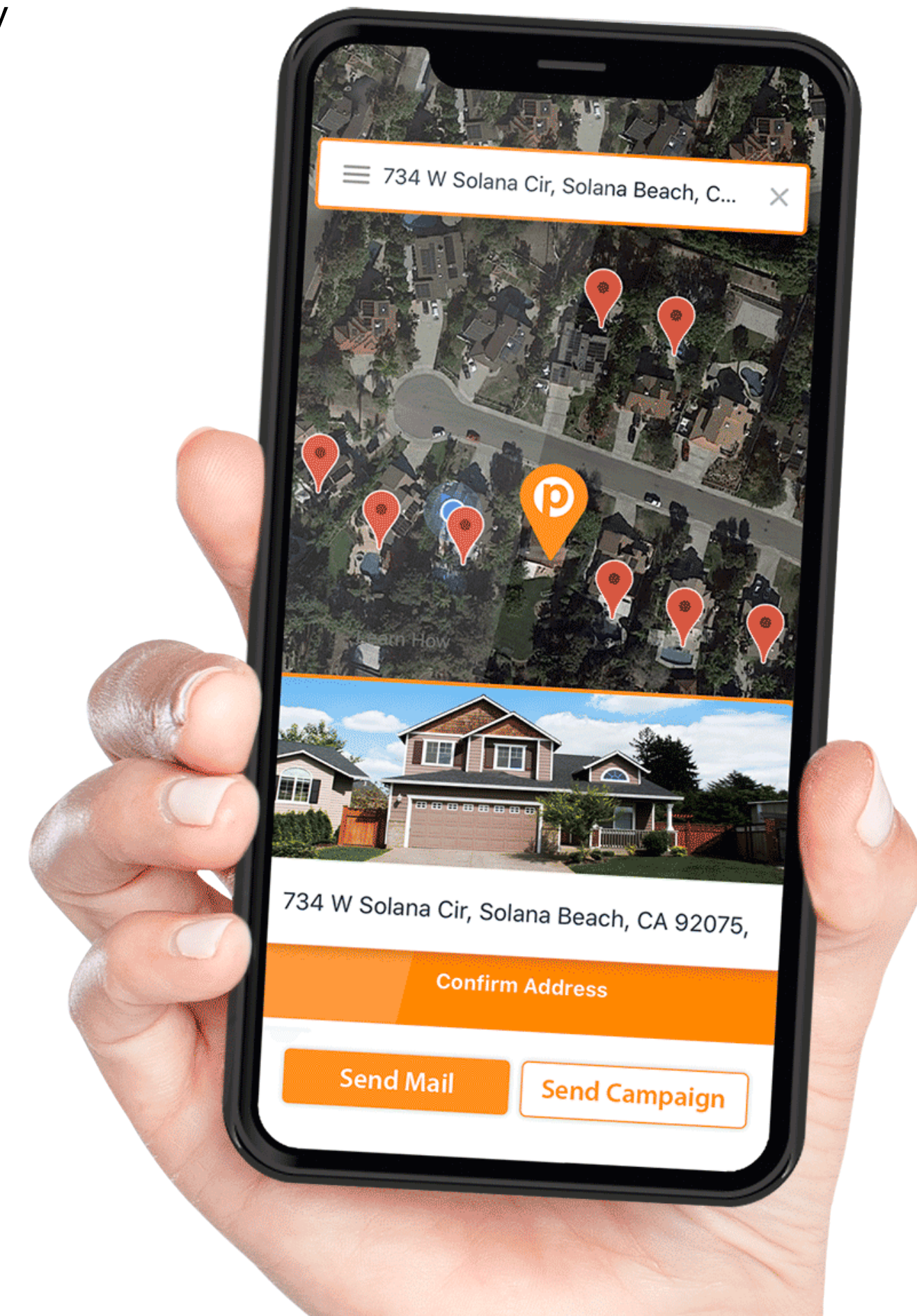


Solution – Bobby can **snap a photo** of the customer's house and send an incentive mailer or launch a campaign to the surrounding neighbors.



Result – Bobby's team no longer has to knock on doors trying to "drum up" business. With the **touch of a button** they can advertise in an entire area, with their current customer's photo for reference and credibility. His team can now stay within their comfort zone, doing what they were hired to do, knowing that PRINTgenie is handling the sales function.

- Snap a photo
- Select photo from library
- Use Google Street Photo



Case Study: Retail04

Solar

I've been handing out door hangers for a year now... seems like such a waste of time now that I'm sending a multiple touch campaign to every home owner I chat with. Total Game changer!
~Dave West

Sales Channels

Retail

Reseller

Agency

SaaS

Erik | Solar Rep



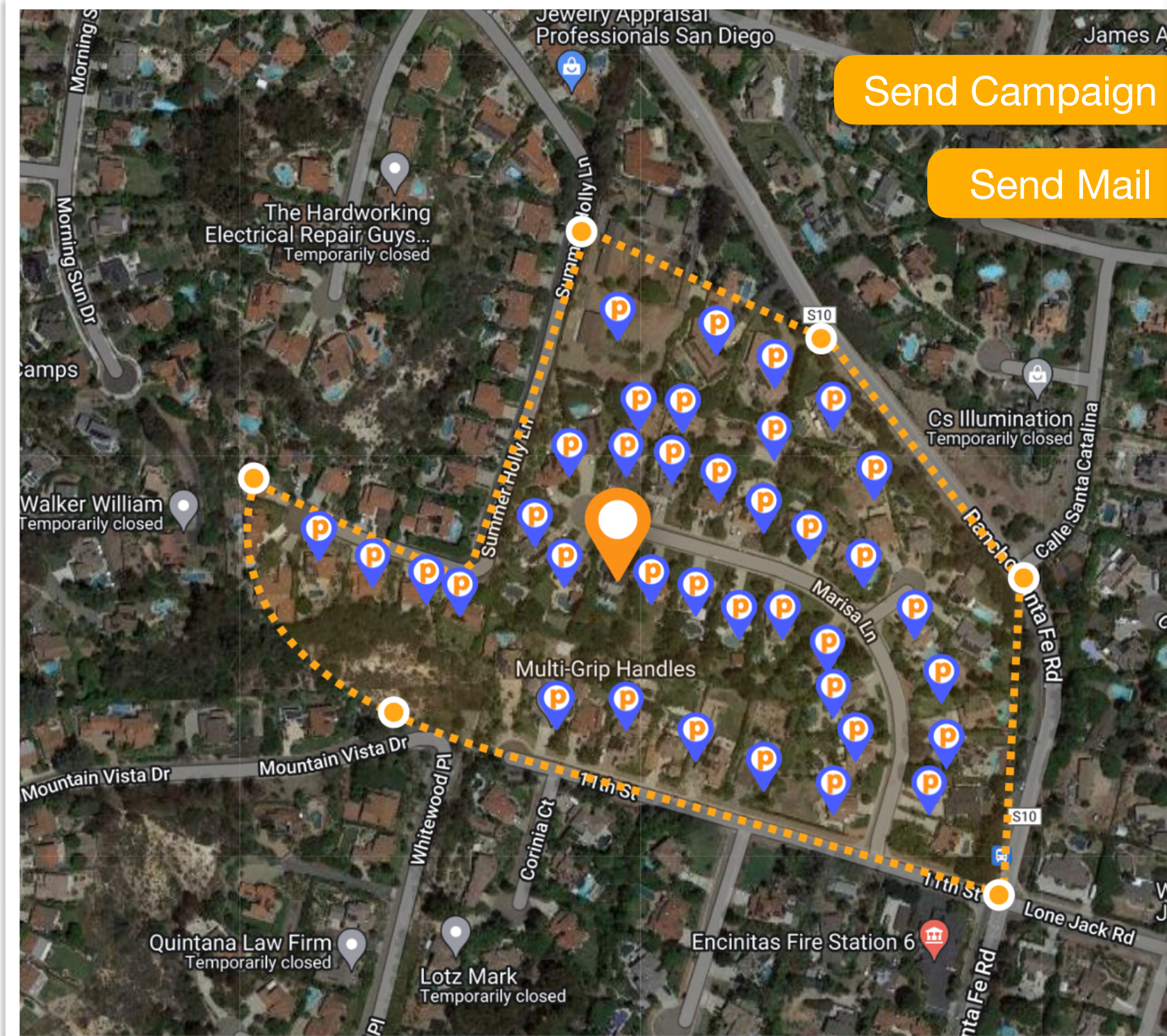
Challenge – As a commissioned independent solar rep, Erik knows the importance of marketing specifically to the region he caters to, **yet without data and a mobile friendly map** he often finds he’s repeating his steps unnecessarily.



Solution – Erik can open up his desktop or mobile app and specifically target his territory. Erik **can also apply additional filters** to further identify his perfect customer.



Result – Erik and his team no longer have to send mail to those that wouldn’t necessarily be a suitable customer. By using data, Erik can now **market with hyper focused accuracy** and not have to simply blanket an area - thus saving lots of time and for a commissioned rep, lot’s of money.





Property Address
150 Cerro St.
Encinitas, CA 92024

Owner Address
Andrew Detwiler
970 Marisa Lane
Olivenhain, CA 92024

Phone
(800) 302-2912

Email
N/A

Property Details

4 Bedrooms

2.5 Baths

2750 Sq. Ft.

.5 Acres

Property Location

Property Details

Property Type
Residential

Lot Size (Sq Ft)
21,780

Lot Size (Acres)
.5

Site Vacant
385

Zoneing
R-1:Single Fam Res

Property Value

Property Structure

Property Taxes

	Address	Beds	Bath	Estimated Value	Sale Date
1	958 Marisa Ln Encinitas	4	3	Unlock	12/13/16
2	982 Marisa Ln Encinitas	4	2.5	Unlock	11/2/04
3	946 Marisa Ln Encinitas	4	3.5	Unlock	2/28/92
4	994 Marisa Ln Encinitas	5	3.5	Unlock	2/28/14
5	2224 11th St Encinitas	4	3	Unlock	4/1/15
6	2238 11th St Encinitas	6	3.5	Unlock	2/19/14
7	2252 11th St Encinitas	5	4	Unlock	8/22/11
8	934 Marisa Ln Encinitas	5	3	Unlock	4/14/94
9	2210 11th St Encinitas	5	4.5	Unlock	6/9/20
10	993 Marisa Ln Encinitas	5	3.5	Unlock	7/1/88
11	983 Marisa Ln Encinitas	4	3	Unlock	4/6/11
12	963 Marisa Ln Encinitas	4	2.5	Unlock	6/2/20

Case Study: Retail⁰⁵ *DATA Driven (ROADMAP)

Mortgage

*"I've been blanket mailing for a year now... seems like such a waste of time now that I'm sending a multiple touch campaign to individuals only when the data is updated daily to my defined audience."
~Fran McFarland*

Sales Channels

Retail

Reseller

Agency

SaaS

Fran | Mortgage Broker



Challenge – As a commissioned independent Mortgage broker, Fran knows the importance of marketing specifically to the region she caters to, **yet without data, marketing & extra time on her hands** she often finds she's repeating her efforts unnecessarily.



Solution – Fran can open up her desktop and specifically target her territory. Fran **can also apply additional filters** to further identify her perfect customer. She simply selects her marketing campaign & budget. Then, each time a new prospect matches her defined filter a campaign is automatically deployed.



Result – Fran and her team no longer have to send mail to those that wouldn't necessarily be a suitable customer. By using data-driven marketing, Fran can now **market with hyper focused accuracy** and not have to simply blanket an area with thousands of mailers - thus saving lots of time and for a commissioned rep, lot's of money.

The screenshot displays the printgenie Marketplace interface. At the top, there's a navigation bar with 'Design Studio' and 'Marketplace' tabs. A welcome message says 'Hi Andrew! Welcome to the Marketplace. What will you order today?'. Below this is a search bar with the address '970 Marisa Lane Encinitas, CA 92024'. A map shows the location with a 'Start Drawing' button. On the left, a sidebar lists various features like Dashboard, Contacts, List Builder, Mail Templates, Campaigns, Order History, Account Settings, Integrations, Pricing, Text Messaging, and Help. The main content area features a 'Search Options' panel with filters for Property Types (Residential, Commercial) and Property Attributes (Square Feet: 500 to 6000). Below this is a grid of six property categories, each with a count and a 'Start Drawing' button:

Category	Count	New
cash buyers	2,049	8 new
San Diego - N County - NOO	1,089	81 new
Foreclosure I SoCal	737	646 new
Foreclosure I SoCal V01	106	99 new
Preforeclosure	100	55 new
Carlsbad-Abs-Owner	98	26 new

At the bottom, there's a section titled 'Set up Dynamic Data' with the subheading 'Dynamic Data Triggers Mail'. It explains that a campaign will be triggered automatically every time a data record is updated, and includes a 'Learn More' button.

Case Study: Reseller/Affiliate

Coach

"I built my consulting business around PRINTgenie for good reason. There's nothing like it in the industry. I add clients, create and share my content, train and support them and earn recurring revenue as a result. Thanks to this platform I have a world class marketing system and I'm seen as an expert. ~Glenn Benedict

Sales Channels

Retail

Reseller

Agency

SaaS

William (Coach) | Industry Expert



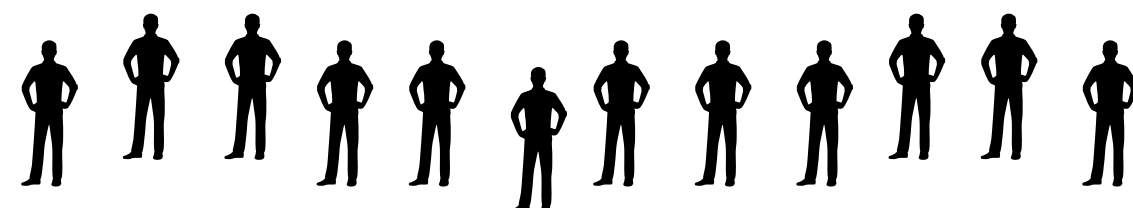
Challenge - William has expertise in real estate investing and is starting to coach other investors. He is looking for opportunities to **monetize his intellectual property** and methodology.



Solution – With PRINTgenie, William can build a white-label experience that features the proprietary content he has created and **shares with his students for a fee**.



Result – William is able to differentiate his business and accelerate his client growth and significantly **increase his monthly revenue**.



Glenn | Marketing Consultant



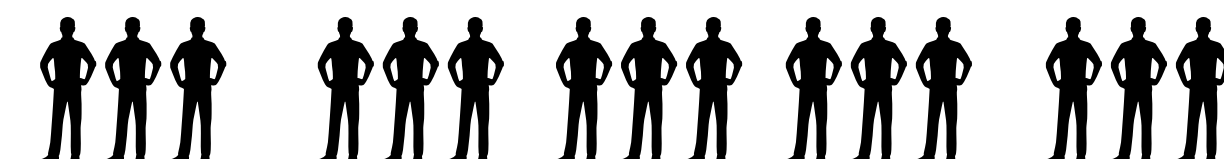
Challenge – Glenn works with different small businesses to help them grow. The cornerstone of his philosophy and coaching is providing his clients with what, how and when to say it. Adoption of these methodologies is a struggle without a simple tool to help his clients execute.



Solution – Glenn can set up a unique PRINTgenie instance for each of his clients (roofing, solar, painting, ...) and **publish the marketing materials** he creates, plus create campaigns with custom cadence and channel touches to match his recommendations.



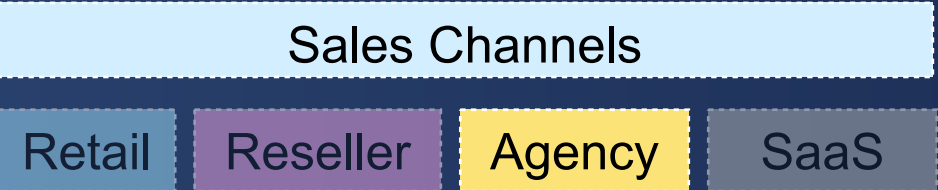
Result – Glenn has created and currently manages five different PRINTgenie instances with over 100 subscribers he earns revenue on subscriptions and content creation, data services, eBooks



Case Study: Agency / Enterprise

Deluxe

*"If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time."
~ Patrick Lencioni, Author of The Five Dysfunctions of a Team*



Deb | Marketing Director at REMAX



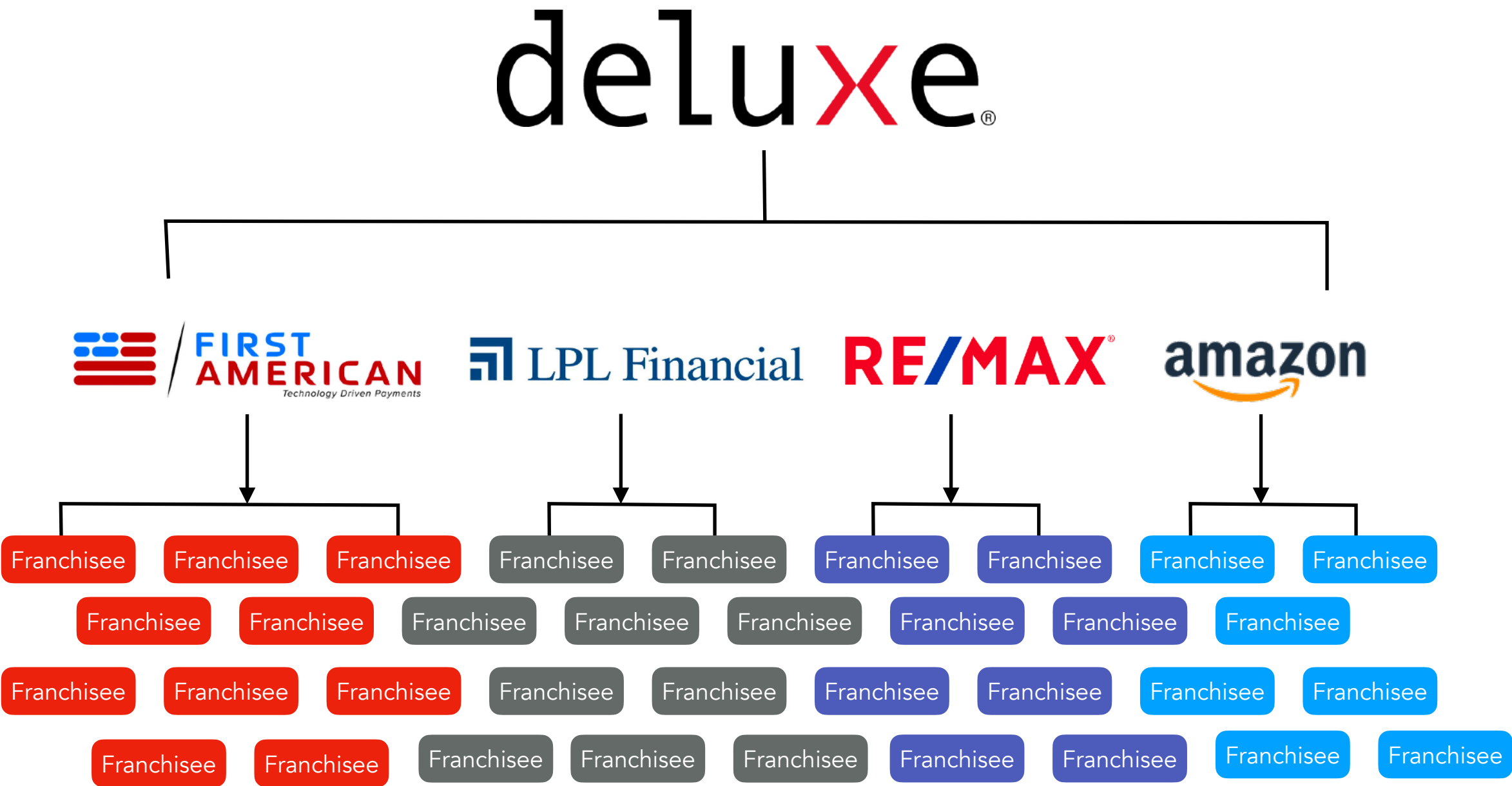
Challenge – Deb leads a Brokerage agency that continues to grow. As she adds more agents, she is struggling to maintain brand consistency and quality of content and design. As independent contractors, each agent ‘does their own thing’ for marketing, leading to a never-ending cycle of trial and error.



Solution – Deb can set up a unique PRINTgenie MRKTplace that houses branded marketing assets, automations and campaigns specific to her niche. Her agents have one place from which to select and execute marketing campaigns.



Result – The team can execute campaigns more easily which helps Deb recruit and retain new agents. Her in-market brand continues to grow as a result of consistent impressions with consumers. A brokerage-wide, standardized marketing practice and cadence increases healthy activity and consistent, positive outcomes.



Case Study: SaaS / B2B₀₁

PRINTgenie has become the carrot we needed to acquire new customers for our Real Estate Website services. Agents can now market their new properties to 100's of neighbors from within our platform.
~Gabe Gunlock

Sales Channels

Retail Reseller Agency SaaS

Gabe | Website Platform



Challenge – Authorized, Inc. is a growing website and marketing company for real estate agents and investors. Authorized wanted to provide their customers with the ability to execute marketing directly from their platform.



Solution – With PRINTgenie's API, Authorized can send print and mail requests for fulfillment. **The Authorized customer does not leave the their platform** and can simply and seamlessly execute marketing activities to as few as one prospect at a time or send hundreds to the nearest neighbors.



Result – Authorized can use marketing as a unique selling proposition when competing with other website providers and/or CRMs without having to develop their own multichannel marketing platform.

The screenshot displays the Authorized dashboard interface. At the top, there are logos for JAKESMOKE (Tip of the Spear Real Estate Team) and AUTHORIZED, along with links to 'View My Digital Business Card' and 'View My Website'. The main content area is titled 'Name, Welcome To Your Dashboard' and features a grid of marketing tools: Digital Business Card, Website, Videos, Properties, Blog Posts, Photography, a large 'p' logo, and Phone Lock Screen. Each tool has a 'Customize' link. Below the grid, a large heading reads 'Send this postcard to the 100 Nearest Neighbors'. A preview of a postcard is shown, featuring a house at '344 MONTE VISTA WAY' and contact information for Jake Smoke. A red 'Order Now' button is positioned to the right of the postcard preview. A sidebar on the left contains navigation links: Dashboard, Digital Business Card, Website, Properties, Photoshoot, Blog, Support, Admin, and Logout.

Case Study: SaaS / B2B₀₃

Adding a direct mail piece to our current workflows has been a total game changer. Now we are offering more effective marketing communications to our subscribers, thus eliminating churn.
~David Espailat

Sales Channels

Retail

Reseller

Agency

SaaS

David | REIreply | (a GoHighLevel white label service)



Challenge – REIreply is a growing SaaS platform and marketing company that focuses on Text and Email. As a 100% digital tool they need to add direct mail to their workflows to stay competitive.



Solution – With PRINTgenie's easy "Plug-N-Play" webhooks, now REIreply's customers can select any mailer and add it to a workflow with a simple "Copy-And-Paste" process.



Result – REIreply can now include direct mail with their text and Email workflows without the restraints of minimums. With a zero upfront fee or effort, REIreply can instantly expand their offerings without the high costs that are normally associated with integrated solutions.

Easily Add PRINTgenie Mailers To Your CRM Workflow



Case Study: SaaS / B2B₀₄

PRINTEngine is the perfect marketing arm to help us promote and sell more data. Their easy to use and automated direct mail features make my team look like hero's when they share our data w/ their customers.
~Matt Lamont

Sales Channels

Retail

Reseller

Agency

SaaS

Matt Lamont | Benutech



Challenge – Benutech sells data to brokerages, agents, investors and title companies. They needed an easy way for their customers to trigger marketing from the data they just purchased.



Solution – PRINTEngine created an SSO connection allowing users in the data center to create an account on the fly and transfer data without having to re-register or export and import data.

Result – Benutech can now sell more data and offer their users pre-created marketing and direct mail automations without any additional effort for their customers.

Furthermore, PRINTEngine offers resellers of Benutech data a MRKTplace to further assist their clients.



Data-Co-Platform.com

Marketing Center

Select	Form Name	# of Properties	Created on
<input checked="" type="checkbox"/>	Purchase of 2 Premier records of type assessor/contact[EM]PH	25	05/20/2022 03:42 PM
<input type="checkbox"/>	Purchase of 1 Premier records of type assessor	1	03/25/2022 09:08 AM
<input type="checkbox"/>	Purchase of 50 Premier records of type assessor_62196d65a0d48	50	02/25/2022 01:59 PM
<input checked="" type="checkbox"/>	Purchase of 200 Premier records of type assessor	200	02/24/2022 01:07 PM
<input checked="" type="checkbox"/>	79 Pheasant Dr SE Marietta, GA 30067	80	11/04/2021 03:51 PM
<input type="checkbox"/>	Purchase of 50 Premier records of type assessor	50	10/20/2021 10:39 AM
<input type="checkbox"/>	TTB-upload-v01	111	09/16/2021 06:46 AM
<input type="checkbox"/>	Stan Peters	10	06/10/2020 02:52 PM

Welcome Mary! Please give us a minute while we clean and import your list!

List Import: Probate_for_phoenix_list

TitleToolbox boundless real estate resources

Printgenie

Uploading Your List to PRINTgenie

Sanitizing Postal Data

Optimizing Deliverability

Continue

Case Study: SaaS / B2B⁰⁵

“ Create assets in your PRINTgenie PRO account and share them on your platform with our embeddable direct mail widget. Single Mailers: Postcards, letters, greeting cards
Multi-touch drip Campaigns.

Sales Channels

Retail

Reseller

Agency

SaaS



Challenge – CRM's and Data companies don't readily offer any form of marketing other than digital.

In order to sell more data and keep the churn down, CRM's & Data companies are looking to add a direct mail component that is built into their platform.

Without any heavy “Tech” lift, you can now embed our PRINTgenie widget into your existing platform.

Data-Co-Platform.com

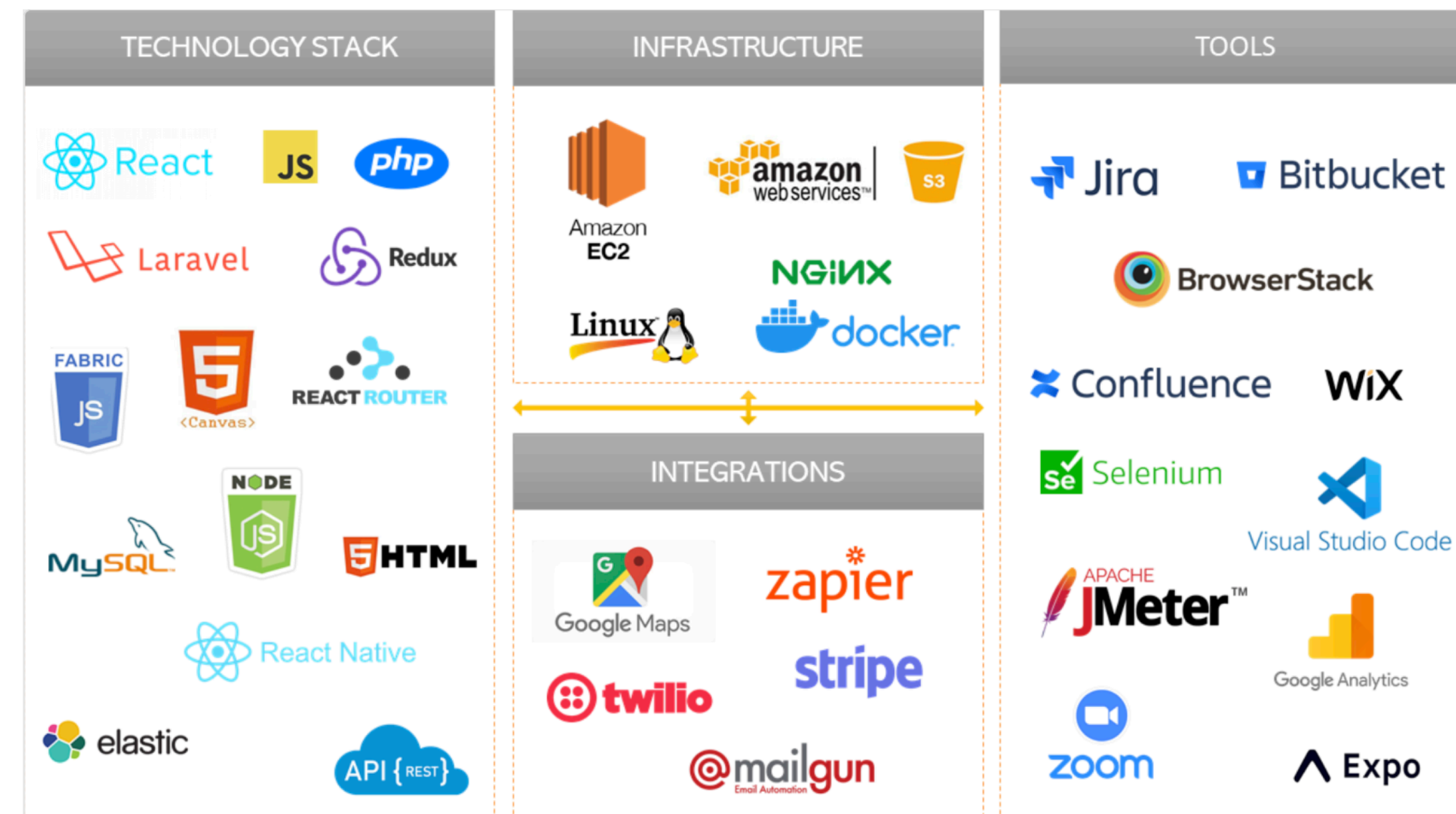
The screenshot displays the Data-Co-Platform.com interface. At the top, a navigation bar includes 'My Properties' and a table of property statistics: Total (16,098), On Market (1,798), Just Sold (2,153), Vacant (373), High Equity (16,086), Low Equity (4,824), Neg Equity (921), Bank Owned (35), Pre-Foreclosure (101), and Auction (42). Below this is a 'New Campaign' button, which is circled in red. Two modal windows are open. The first, 'Select Mail Template', shows a grid of templates including 'Buying Houses - Generic - Touch', 'Cash Buyer Letter - 02', and 'Distressed Sell - PG'. The second, 'Select Omnichannel Campaign', lists various holiday and promotional campaigns like 'Holiday - Happy Thanksgiving VB - Mini - 01' and 'super admin template 002'. Both modals have a search bar and a 'Load More' button.

Tech Stack

At it's core, PRINTgenie is a software company and not a white labeled version of another platform. We've developed proprietary cutting-edge distributed content generation and fulfillment systems optimized for enterprise-grade throughput without sacrificing cloud economics and operating expense.

[Download Technical Capabilities](#)

- ▶ **100% proprietary rendering tech**
- ▶ AWS cloud infrastructure with emphasis on operational resilience and business agility
- ▶ IOS and Android Mobile App
- ▶ Direct API integrations with supporting developer portals and SDKs
- ▶ Webhook compatibility with modern CRMs, such as Salesforce, Hubspot...
- ▶ Accessible and easy-to-use data-driven lead-generation tools
- ▶ Direct mail templating engine with record-level personalization through data-driven text and image variability
- ▶ Drag and drop easy editing with a "Canva-Like" editor.



MRR/Topup Opportunity with combined entity



Monthly		Current			
Ratios	Paying Subscribers	300	3,000	5,000	10,000
	Monthly Revenue	74,200	742,000	1,236,667	2,473,333
\$64	Subscription Revenue	19,200	192,000	320,000	640,000
\$183	Topup Revenue	55,000	550,000	916,667	1,833,333
66%	Cost of Goods Sold (COGS)	48,972	489,720	816,200	1,632,400
34%	Gross Profit	25,228	252,280	420,467	840,933
12%	R&D	17,066	89,040	148,400	296,800
8%	S&M	10,388	59,360	98,933	197,867
5%	G&A	12,614	37,100	61,833	123,667
	Total Opex	40,068	185,500	309,167	618,333
	EBITDA	(14,840)	66,780	111,300	222,600

100 Subscribers = \$6k net/ mo.

PRINTGenie relationships/opportunities

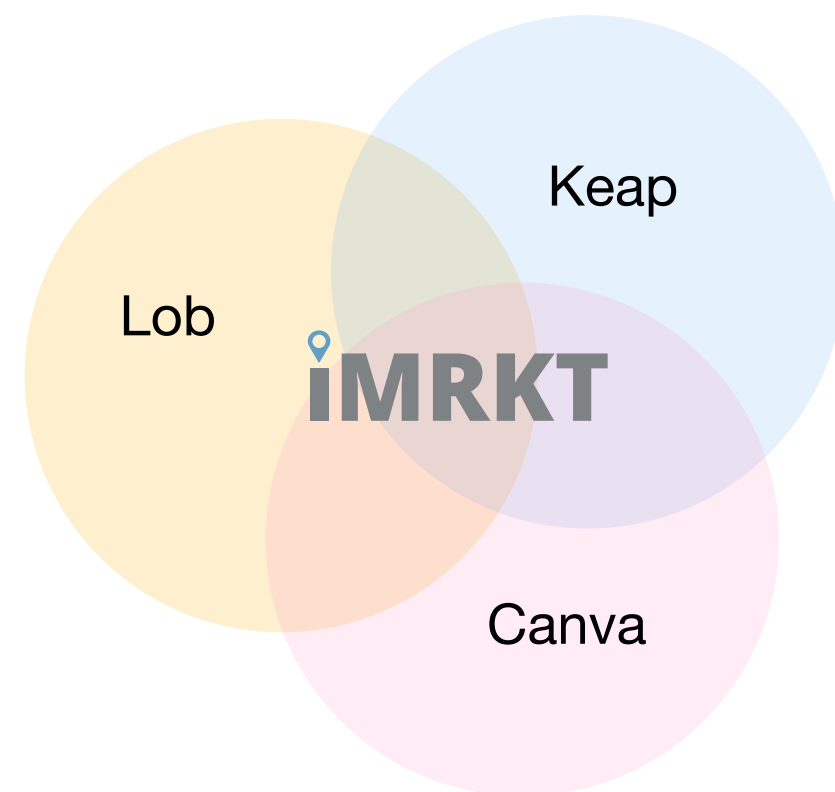


Opportunity/Client	Client Description	Enterprise/SMB/Other	Users	Stage	Engagement Level
REIReply.com	CRM	Enterprise	4,500	1-Live	Reseller (Pro) - Webhook
Authorized.company	Website/CRM	Small Business	1,000	1-Live	API - Full Integration
Foreclosures Daily (Current)	Data	Small Business	1,000	1-Live	Reseller (Pro)
Foreclosures Daily (In Development)	Data	Enterprise	1,000	3-Discovery	SSO
InvestorFuse	CRM	Enterprise	700	1-Live	API - webhook
Benutech, Voxtur	Data	Enterprise	20,000	2-Onboarding	SSO
Lumentum	Data	Enterprise	5,000	2-Onboarding	SSO
Property Hub	Data	Enterprise	5,000	2-Onboarding	SSO
Connected Investors	Data CRM	Enterprise	20,000	3-Discovery	Embeddable Widget
PropWire	Data CRM	Enterprise	15,000	3-Discovery	Embeddable Widget
Deluxe	Marketing	Enterprise	4,000,000	3-Discovery	Reseller (Enterprise)
CatalyzeAI	Data	Small Business	5,000	3-Discovery	API - Webhook
Patrick Ferry	Consultant	Small Business	100	3-Discovery	Reseller (Pro)
Deluxe-Riverwood Bank	Banking	Small Business	1	3-Discovery	Reseller (Pro)
Beastmode - REIAutomationSquad	CRM	Small Business	2,000	3-Discovery	Reseller (Pro) - Webhook
Sales Nexus	CRM	Enterprise	10,000	3-Discovery	API - webhook
Privy	DATA	Small Business	6,000	3-Discovery	Reseller (Pro)
Fast Home Offer	DATA	Enterprise	5,000	3-Discovery	Reseller (Pro)
Kelly Wheeler Bryan Clark (Sales lead for competitor)	CRM/GHL	Small Business	5,000	3-Discovery	Reseller (Pro) - Webhook
Bo Ray goretz.com	CRM/GHL	Small Business	5,000	3-Discovery	Reseller (Pro) - Webhook
Jenny Nelson Bryan Clark	CRM/GHL	Small Business	N/A (New co)	3-Discovery	Reseller (Pro) - Webhook
Greg Simpson TBREIA	CRM/GHL	Small Business	5,000	3-Discovery	Reseller (Pro) - Webhook
Jason Smalley SpotLead.ai	CRM/GHL	Small Business	25	3-Discovery	Reseller (Pro) - Webhook
Vena Jones-Cox Cincinnati REIA	CRM/GHL	Small Business	10,000	3-Discovery	Reseller (Pro) - Webhook



Marketing made simple

Everything you love about PRINTgenie & more.



Direct Mail
Text
Email
Voicemail
Forms
Landing Pages
Digital Business Cards
CRM “light”
Mobile App
Data-Driven
Pre-Created Content
Business Agnostic
White Label Options

Think of “Any CRM” without the complexity or price.

Great for any business.
Brokerages, Agencies, Coaches, Small Business.
Asset sharing
Affiliate commissions



Print for any CRM

PRINTgenie as a stand-alone product
“Embeddable Widget”

Think of WAVV with a print & mail component built in.

Great for any CRM or Data company.

Simply add your “PRINTgenie Widget” to any platform.
Easy / no hassle plug and play integration.
Instantly offer a marketing center to your user base.

We’ve learned:

CRM’s are confusing and only 10% of an application is used.
Mail is a compliment to a digital touch.
Platform owners want to keep their users in their platform.

By the numbers

Monthly funds needed to finish the release of PRINTgenie 3.0 for Retail, Reseller and Agency client segments along with SaaS/Webbook development, add key staff and grow revenue & subscriptions over the next 12 months.

Paying Subscribers

300

MRR: \$20,000/month

Topup Revenue: \$55,000/month

Current burn rate/monthly net income: **-\$10,000**
(with reduced core team salaries)

New net income projected: **-\$30,000**
(salaries reinstated)

New Hires | Development

\$40K/mo.

1. Principal React Engineer
2. Mid-level Frontend React web developer
3. AWS Java Engineer - Mid-level full-stack developer
4. UIUX Design - Web and Mobile
5. QA – additional QA/Testing
6. DevOps – additional DevOps support

New Hires | Nurturing & Customer Support

\$15K/mo.

1. Inside Sales/Success/Nurturing
2. Concierge Content Creator(s)
3. Customer Service Rep(s)

New Hires | Sales & Marketing

\$15K/mo.

1. Traditional digital advertising
2. Network marketing
3. Adoption/Nurturing

We want to serve as a complementary offering to a firm that shares our vision of continuing to build and sell communication channels that include Direct Mail as its core competency.