

Model of Excellence Profile – SmartZip Analytics			
Company Name:	SmartZip Analytics Inc.	ICG#	11162
Address:	6230 Stoneridge Mall Road, Suite 120, Pleasanton, CA 94588		
Product Name:	SmartZip Score home investment ratings & reports		
URL:	www.smartzip.com	CEO Name:	Tom Glassanos, President/CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate -- Reference & Intelligence	<i>Business Model:</i> Subscription -- By The Slice Subscription -- Subscription Third Party -- Syndicated Content	
	<i>Content Models:</i> Original Compilation -- Statistical Aggregation -- Licensed	<i>Distribution Model</i> Direct Response -- Web-Based	
Company Overview	<p>SmartZip Analytics is a provider of insight and analysis that help people make smart decisions about real estate. SmartZip products are used by real estate professionals seeking efficient ways to find and service new clients as well as home buyers looking for the best places and properties to buy. SmartZip ratings and reports are available for over 70 million residential properties across the United States. The company is privately held, funded by Intel Capital and is based in Pleasanton, CA.</p>		
Product/Service Description	<p>SmartZip Score is an independent rating of a home’s long-term investment potential. Every home has two scores – a HomeScore for buyers who plan to live in the house and are seeking price appreciation, and an InvestorScore for those that plan to rent the property and are seeking the best monthly cash flow. Using an intuitive 1 to 100 scale, SmartZip Scores offer home buyers and investors a relative assessment of the risk-adjusted investment potential of a home making it easy to find, compare and evaluate the best places and best properties to buy. SmartZip Score is syndicated on leading consumer portals like HomeFinder.com and RealtyStore.com as well as broker and real estate sites, sort of a “CarFax” real estate model.</p> <p>SmartZip also provides consumer-friendly Home Investment Reports via licensed real estate agents and its web site. The reports offer detailed insight into a home’s investment quality, including neighborhood-level price trends, indicators of housing demand, risk factors and expense and cash flow analyses. Consumers can purchase reports a la carte for \$29.95 each, or get unlimited reports for \$39.95 per month or \$295 annually.</p> <p>SmartZip Pro™ is a premier online marketing service for real estate professionals looking to boost buyer confidence with more listings and grow sales. It offers customized use of SmartZip investment analytics, agent-branded Home Reports, high-response prospecting tools powered by predictive analytics, and lead generation via access to millions of online buyers nationwide</p>		
Year Founded:	2008	BizDev Contact:	Avi Gupta 925-218-1924
Employees:	20+ (estimated)	Main Telephone:	925-218-1926
Profile Date:	Sept.9, 2010	Primary Market Served:	53 - Real Estate

Ownership:	Private	Funding Source:	Venture Capital Backed
MofE Class:	2010	MofE Status:	NOMINEE

