



# MEARAIC PROPERTY MANAGER

PROJECT PROPOSAL

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 **MEARAIC**  
Beyond Listings. Beyond Limits.

# **INDEX**

**EXECUTIVE SUMMARY**

**PROBLEM & SOLUTION**

**PRODUCT OVERVIEW**

**KEY FEATURES**

**MARKET OPPORTUNITY**

**COMPETITIVE LANDSCAPE**

**BUSINESS MODEL**

**GO-TO-MARKET STRATEGY**

**ESTIMATED FINANCIAL PROJECTIONS**

**INVESTMENT ASK**

# EXECUTIVE SUMMARY

**Meraic** is a cloud-native PropTech startup offering an all-in-one SaaS platform that unites property listings with complete management tools.

By integrating **marketing, tenant management, billing** and **maintenance** in one dashboard, Meraic eliminates the inefficiencies of fragmented tools (e.g. double data entry and disjoint spreadsheets) that currently plague landlords.

Tenants and owners gain streamlined online self-service portals (application, rent payments, work orders), greatly improving user satisfaction.

We are targeting the large global PropTech market (estimated ~**USD 36.6B** in 2024 and growing). Our lean “zero-budget” strategy will leverage organic channels to rapidly acquire users with minimal spending. Meraic is seeking a 5M LKR (~USD15K) seed investment to develop the MVP, launch in our initial market, and begin scaling



# PROBLEM & SOLUTION

**FRAGMENTED TOOLS:** Landlords today juggle multiple systems (separate listing sites vs. management software), leading to double work and errors.

**MANUAL PROCESSES:** Tenant workflows often rely on phone/email or spreadsheets. This frustrates tech-savvy renters who prefer online portals for maintenance requests and rent payments.

**VISIBILITY GAPS:** Without centralized software, managers lack real-time insight into vacancies, lease expirations and finances, hampering decision-making.

**INTEGRATED SAAS PLATFORM:** Meraic provides one unified system for listings and management. Property owners add units and syndicate listings, while all tenancy and rental data feed into one cloud database. This eliminates duplicate entry and sync issues.

**TENANT & OWNER PORTALS:** Both tenants and landlords get dedicated online portals for applications, e-sign leases, payments, and service requests. Tenants handle payments and maintenance in-app, matching the market trend that renters overwhelmingly favor self-service portals.

**AUTOMATION & ANALYTICS:** Meraic automates billing, invoicing and reminders. Owners get real-time dashboards and alerts (vacancy rates, income, lease renewals). This transparency replaces guesswork with data-driven reports.



# PRODUCT OVERVIEW

**Meraic** is designed as a modern, mobile-friendly cloud platform. Landlords log in to create properties and units (including photos, descriptions, rent terms) and manage their listings centrally.

Tenant prospects apply online via integrated forms. Meraic supports screening and e-signature for digital lease onboarding. Once tenants move in, rent invoicing and payment tracking are fully automated by the system.

A maintenance module lets tenants file repair tickets, which managers route to vendors and track to resolution. Behind the scenes, all data (leases, payments, service history) is stored in a unified database. Landlords and property managers view key metrics (occupancy, rent roll, expenses) on dashboards.

This one-stop design embodies the “integrated platform” approach, uniting renting/listing with leasing/maintenance. By leveraging cloud automation (alerts for renewals, contract dates, etc.), Meraic replaces manual processes and gives all users a 360° operational view.



# KEY FEATURES

**UNIT & LISTING MANAGEMENT:** Owners can add/update properties and syndicate them to multiple listing channels.

**TENANT ONBOARDING:** Complete online applications with built-in tenant screening and e-sign lease contracts.

**AUTOMATED BILLING & PAYMENTS:** Recurring rent invoices generated automatically; tenants pay online and the system tracks collections and late fees.

**MAINTENANCE WORKFLOW:** In-app work-order system for repair requests, vendor assignments, and status updates.

**SELF-SERVICE PORTALS:** Dedicated web/mobile dashboards for tenants and owners to view leases, payment history, documents, and messages.

**REPORTING & ALERTS:** Live analytics (e.g. occupancy rates, income) and automated notifications for important dates (renewals, delin-





# MARKET OPPORTUNITY

The global market for real estate software is surging. Industry reports project the real estate SaaS market to grow from about \$12.2B (2024) to \$28.2B by 2033.

Likewise, analysts estimate the broader PropTech market at ~\$36.6B in 2024 (with double-digit CAGR). Within this, the property management software segment alone was ~USD 24.18B in 2024. Meraic's TAM is essentially the global PropTech market, the SAM is the combined property-listing and management niches (~\$24B).

Even capturing a fraction of SAM is meaningful: 0.5% of \$24.18B is ~\$120M. Importantly, growth is strong across regions – North America currently leads, but Asia-Pacific is the fastest-growing PropTech market. We will initially target local/regional opportunities (building organic traction) with an eye to expanding into high-growth international markets.



# COMPETITIVE LANDSCAPE

**Listing Portals:** Zillow (US), Realtor.com (US), Rightmove (UK), Magic-Bricks (India), etc. Zillow Premier Agent alone attracts ~90M US monthly visitors, but these focus only on advertising.

**Property Management SaaS:** Buildium, AppFolio, Yardi, Rent Manager and similar platforms serve landlords with accounting and tenant tools. For example, Buildium is a comprehensive management solution for portfolios of rentals.

**Specialized PropTech Firms:** Guesty (vacation rental management, Israel) and CoreLogic (US) are among top innovators[3]. Others like MRI Software focus on commercial portfolios. These incumbents typically excel in either marketing or management, not both.

No single major player yet offers a fully integrated listing-plus-management solution. Meraic's unique positioning (end-to-end workflow) is designed to fill this gap and outcompete fragmented systems.





# BUSINESS MODEL

**Subscription Pricing:** We charge a recurring SaaS fee, typically on a per-unit-per-month basis. (For example, many competitors use ~\$1–\$5 per unit/month, and we will adopt a competitive tiered pricing plan.)

**Tiered Plans & Add-ons:** Basic core features will be available at a low entry price (or free trial), with premium tiers for larger portfolios. Optional paid add-ons (e.g. premium listing boosts or advanced analytics) provide additional revenue.

**Other Revenue Streams:** Future services may include a small commission on rent transactions or fees from referring maintenance vendors. Third-party advertising or partnerships could also be monetized.

**High Gross Margin:** As a cloud software business, Meraic expects very high margins. SaaS companies typically achieve 70–80%+ gross margin, since each new customer adds revenue with little incremental cost. This supports rapid scaling and profitability once fixed costs are covered.



# GO-TO-MARKET STRATEGY

**Content Marketing & SEO:** We will launch a blog and resource center on property management best practices, targeting keywords for landlords and property investors. High-value guides and case studies will drive organic search traffic.

**Community & Social Engagement:** We will actively participate in landlord/tenant forums and social groups (LinkedIn, Facebook, Reddit, etc.) to build awareness. Sharing free tools (e.g. rent calculators) and answering questions will attract early users.

**Partnerships:** Strategic partnerships with real estate associations, banks (mortgages/leasing), and local development boards will generate referrals. For example, co-hosting webinars or events can introduce Meraic to a target audience.

**Referral Program:** Early adopters will be incentivized to refer peers (e.g. credit for each new sign-up). Real testimonials and a community referral loop can accelerate word-of-mouth.

**Lean/Organic Focus:** From day one we will prioritize organic growth. Paid advertising will be minimal or deferred; instead we follow proven zero-budget tactics (content, SEO, user referrals) to achieve high ROI on marketing spend.



# ESTIMATED FINANCIAL PROJECTIONS

We model conservative adoption with a low monthly fee. Assuming \$10 per unit per month pricing and gradual customer growth, our five-year projections are:

Year	Units	Annual Recurring Revenue (USD)	Expenses (USD)	Net Income (USD)
Year 1 (MVP)	100	12,000	8,000	4,000
Year 2	500	60,000	15,000	45,000
Year 3	2000	240,000	20,000	220,000
Year 4	5000	600,000	30,000	570,000
Year 5	10000	1,200,000	40,000	1,160,000

## INVESTMENT ASK

**Seed Round:** Meraic is raising **5,000,000 LKR** (approximately USD 15,000) in exchange for equity. These funds will cover platform development, initial operations and launch activities to achieve early traction.



