

Investor Brief: Circle Network

Transforming Real Estate by Reinvesting in the Agent

Circle Network is a fintech-powered marketing platform disrupting the \$100B+ real estate services industry. We unlock the hidden value inside every real estate closing — from mortgage, title, insurance, and vendor services — and redirect it back to the agents who made the deal happen.

The Problem

For decades, agents have driven the entire transaction but received none of the downstream value. Meanwhile, vendors profit, platforms charge steep fees, and agents are left with high costs, no ownership, and no scalable support. The system is broken — and agents know it.

The Solution

Circle flips the model.

We built a legally compliant platform that **represents the agent**, negotiates on their behalf, and turns vendor-side profits into **real marketing currency** — called **Circle Points™** — which agents use to grow their business without spending a dime.

How It Works

- Agents use their existing vendor stack (lender, title, HOI, inspection, etc.)
- Circle extracts value from those transactions via pre-arranged strategic relationships
- The agent receives Circle Points™ based on the size and structure of the deal
- Points can be redeemed for marketing, gifting, client events, automation, and more

It's RESPA-compliant, vendor-neutral, and 100% free for agents.

No fees. No contracts. No lead selling. No referrals required.

Market Impact

- Active Nationwide, with agents & vendors actively onboarded
- Average of **\$2,355** in downstream marketing value unlocked per \$400K closing

- Current revenue streams: mortgage overrides, vendor partnerships, SaaS licensing
- Projected platform GMV: **\$1B+ annually** within 24–36 months

Why We'll Win

- First-mover advantage in a category we created
- Proprietary tech stack including ISA automation, points tracking, and redemption dashboards
- Agent trust built on years of frontline industry experience
- Scalable model that grows with every transaction — not just marketing spend

As Seen In

Circle has been featured in industry publications, agent mastermind events, and financial media for our innovative approach to real estate growth. Our founder, **Andrew P. Heisley**, is also the author of:

- *The Circle Advantage: How to Reinvest, Scale, and Build Unstoppable Real Estate Partnerships*
- *Used: Why the Real Estate Industry Failed You and What Comes Next*
- *Scared: Straight Talk About the Fears Stopping Agents from Finally Marketing*

Want to Learn More?

We are selectively speaking with strategic investors aligned with our mission to flip the model and empower the agent.

To request our investor deck or schedule a conversation, contact us at:

 info@gocircle.org