Rentoso

# Your real estate agency, running on its own.

The all-in-one operating system for property brokers in Latin America.

| 54 | 0% | $9.2K |
| --- | --- | --- |
| Paying clients | Churn — ever | MRR · tripling |

**First proptech with a MercadoLibre infrastructure contract.**

Pre-Seed · $250K SAFE | $4.5M Post-Money | March 2026

THE PROBLEM

# 500,000+ brokers.
# Zero operating system.

## 79%

of leads **never get a response**

| 47 hrs | 40% | $2.1B |
| --- | --- | --- |
| average to first contact | of rentals completely informal | lost annually in LATAM |

Sources: Cliperty MLS Census 2024 · PropTech LATAM Report 2025

These aren't bad brokers — they work with 5–8 tools that were **never designed to work together**.


**No contract. No evaluation. No protection.**

The result: $350–570/mo spent on tools that don't talk to each other.

TODAY'S BROKER

# 5–8

## disconnected tools

CRM | Publisher | WhatsApp Bot | Evaluator | Contracts | Payments

- Zero data shared across tools
- Every lead requires manual follow-up
- The broker is the human glue

**Paying more. Getting less. No intelligence.**

RENTOSO

# One

## unified operating system

**Capture → Qualify → Evaluate → Contract → Collect → Optimize**

One CRM. One WhatsApp. Five AI agents. Everything connected.

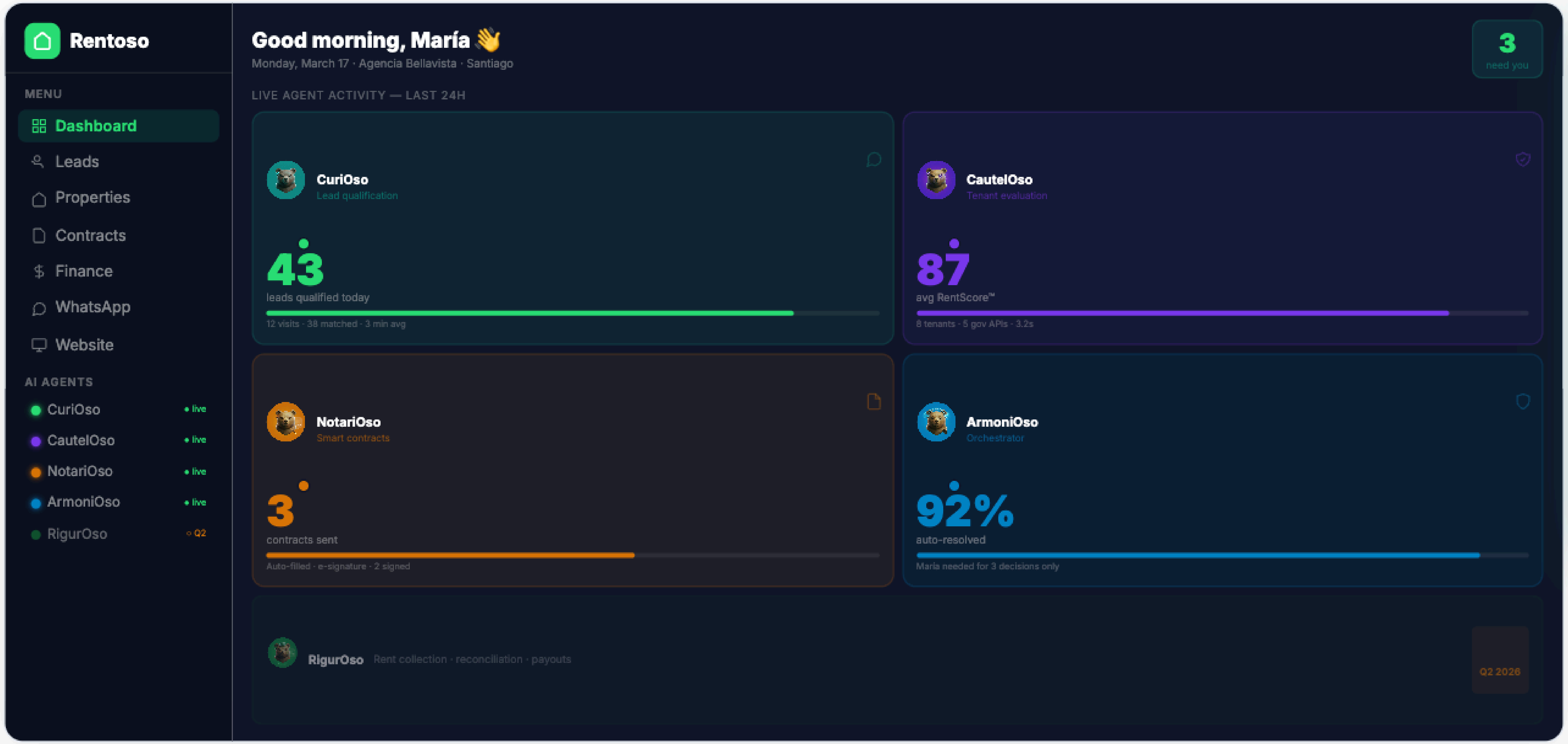
- 100% data flows between every step
- 36 min to first visit (market: 47 hrs)
- Same cost, 10x the capability

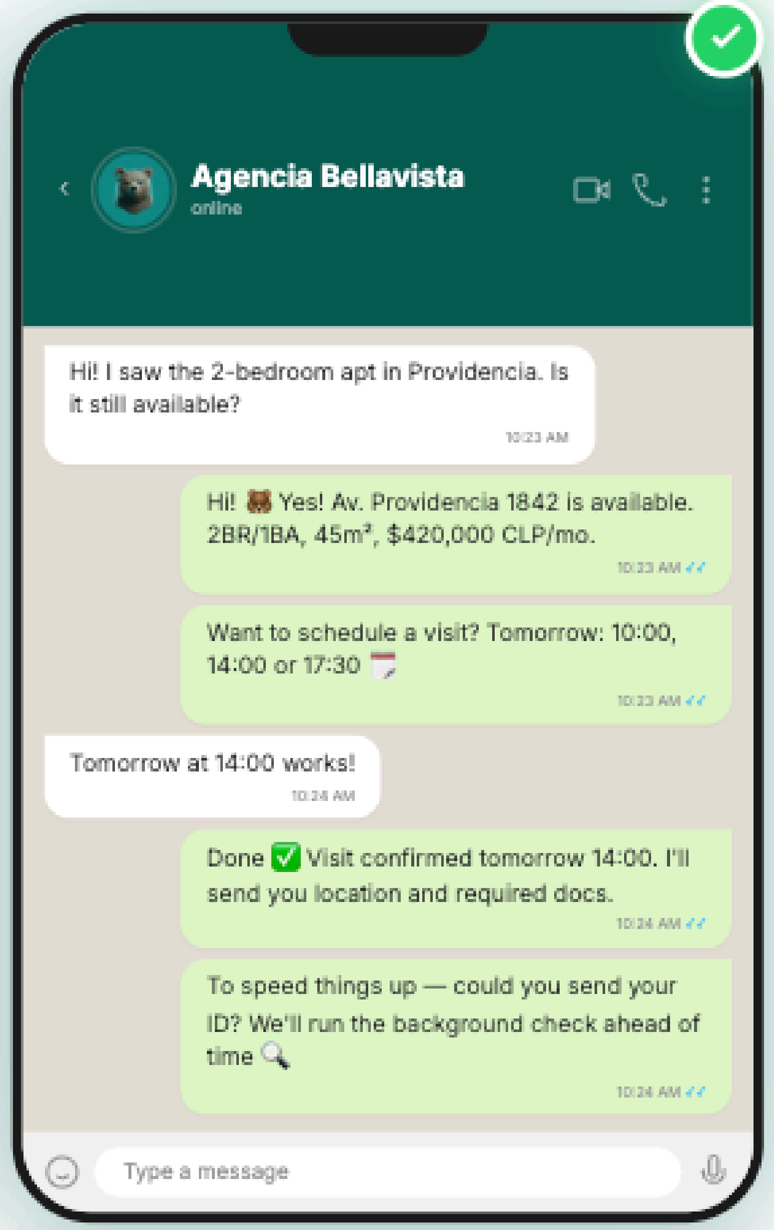
> The bottleneck was never technology. It was that **no one built the operating system**.

THE PRODUCT

# Five AI agents run your agency. You just close deals.

**78x**
faster · 47hrs → 36min




The bears never sleep
24/7 autonomous · WhatsApp-native

Meta
Business Partner

| | | |
|---|---|---|
| **1,105** | **7,232** | **36 min** |
| leads by AI last month | properties · 69 cities | lead → visit (mkt: 47hrs) |

The broker sees the dashboard. The tenant sees WhatsApp. **Everything runs autonomously. 54 clients. Zero left.**

TRACTION

# 4 months since launch. Already profitable.

**54**
Paying clients

**$9,177**
MRR · tripled in one month

**0%**
Churn — ever

**25x**
LTV / CAC

### MRR TRAJECTORY

Signed contracts + current conversion


Based on signed contracts + current conversion rates. Churn modeled at 3% (actual: 0%).

**Operationally Profitable**
$5,115/mo burn · CEO $0 salary
MRR already exceeds burn

**$110K** ARR | **>87%** Margin | **<6w** Payback

**1,105 leads by AI**
Last month · 100% automated

**7,232 properties**
13 regions · 69 cities

| Nov 2025 | Dec 2025 | Jan 2026 | Feb 2026 | Mar 2026 |
|---|---|---|---|---|
| Launch · 8 clients<br>$1.5K MRR | MeLi signs contract<br>$1.8K MRR | BSP Meta approved<br>$2.1K MRR | Startup Chile BIG10<br>$2.5K MRR | 54 clients · $9.2K MRR<br>MeLi distribution starts |

From 8 clients to 54 in 4 months. From $1.5K to $9.2K MRR. **Without a single dollar in paid acquisition.**

**$0** CAC on 67% of 2026 revenue

STRATEGIC PARTNERSHIP

# MercadoLibre chose Rentoso. Here's why.

Signed contract — not a pilot, not an LOI. Two verticals. Three countries. In our launch month.

### What MeLi gets from Rentoso

- Full post-lead traceability — data CRMs can't capture
- AI broker evaluation — real performance, not vanity metrics
- Recaptures multi-publisher market (3,000+ resellers in Chile)

### What brokers get through Rentoso

- Cheaper MeLi access — better performance = better pricing
- AI-powered lead management outperforms manual conversion
- One CRM for all portals — no multi-publisher needed

### Chile
CONTRACTED · May 2026

**5,300** brokers

**$238K** distrib. ARR

At 5% conversion → 265 brokers × $43/mo = $137K additional ARR

### Argentina
CONTRACTED · Jul 2026

**12,000+** brokers

**$74K** infra. ARR

Largest MeLi RE market. 2.4x Chile broker base.

### Uruguay
CONTRACTED · Jul 2026

**1,800+** brokers

**$53K** infra. ARR

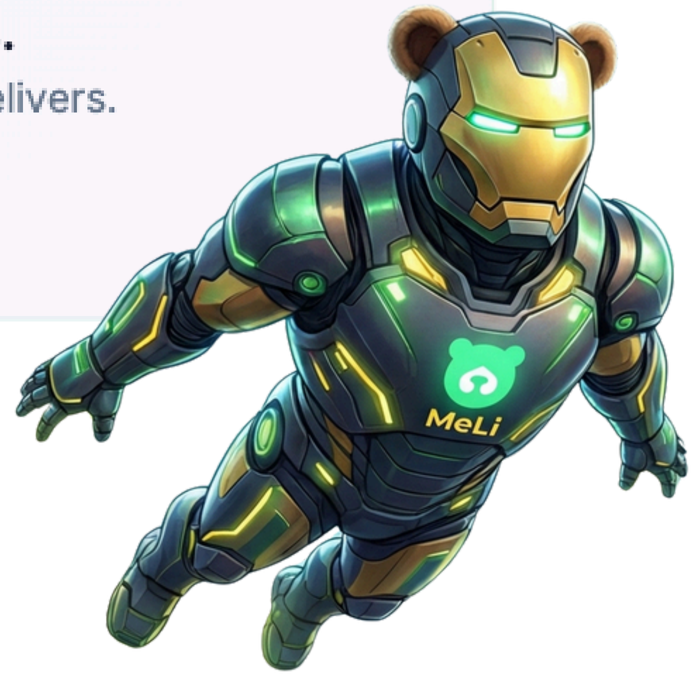
High formalization rate. Premium ARPU market.

MINIMUM COMMITTED REVENUE

# $365K

Distrib. $238K + Infra. $127K · CAC ~$0

**MercadoLibre doesn't sign infrastructure contracts with pre-seed startups.**
They did with Rentoso — because the problem is real, no one else solves it, and this team delivers.



MARKET & TIMING

# 900K+ brokers. $53B in rentals. 3% use any platform.

**$1.2B** TAM

**LATAM Platform Opportunity**
900K+ brokers × SaaS + payments + financial svcs

**$540M** SAM

**Core SaaS · 6 Countries**
900K brokers × $50/mo

**$2.4M** SOM

**Signed + Pipeline · Yr 1–2**
🇨🇱 $1.5M contracted · 🇦🇷 $600K · 🇺🇾 $300K

**Bottom-up: 54 clients today → 400 by Q4 2026**
$170 ARPU expanding to $500+ · LATAM proptech $1.5B → $3.9B by 2030 (13.6% CAGR)

**$53B** /yr residential rental transactions
LATAM · 12% YoY growth · Proptech $1.5B → $3.9B by 2030

| 40% | 3% | 97% |
|---|---|---|
| informal | use any platform | untouched |

## WHY NOW?

**AI Inflection Point**
Complex RE conversations hit sustainable economics. **Impossible 2 yrs ago.**

**Distribution Door Opened**
MeLi signed first proptech infra contract. **Didn't exist 12mo ago.**

**Formalization Wave**
Cash 57% → 37% since 2022. **Regulation favors platforms.**

**No MLS in LATAM**
Zero centralized listings. **Brokers ARE the gap.**

Sources: Grand View Research · COFECI · Cliperty MLS Census · PropTech LATAM 2025 · PCMI

COMPETITIVE LANDSCAPE

# They replace the broker. We make every broker Iron Man.

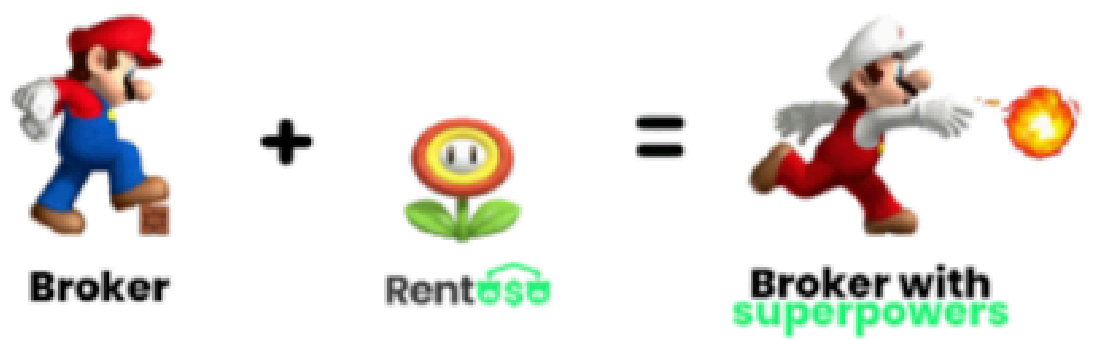

**Houm raised $45M to replace brokers. They stalled.**

Brokers are the market. Fight them, you cap at ~3%. Empower them, you unlock the other 97%.

**MeLi Infrastructure Contract**
$365K committed. Distribution to 5,300 brokers at ~$0 CAC.

**Data Flywheel · No MLS exists**
7,200+ properties. Whoever builds the database in LATAM wins.

**WhatsApp-Native AI · Meta BSP**
92% of LATAM on WhatsApp. Built for the channel, not bolted on.




Sources: Crunchbase · TechCrunch · Tracxn · Cliperty MLS Census · NAR Technology Survey 2025

BUSINESS MODEL

# Three revenue streams. One platform.

**25x**
LTV / CAC

## SaaS — Brokers

| Starter | Pro | Business |
|---|---|---|
| **$150** | **$250** | **$500** |
| /mo · 30 props | /mo · 80 props | /mo · unlimited |

Base + properties + AI modules (Osos).
54 clients · $170 ARPU · 0% churn

## Enterprise — MeLi

Revenue sharing on every property sold through MeLi portal. We power the listings, they distribute.

**$365K**
committed · 3 countries

## Variable — Rentoso Pay

Collect rent, pay bills, distribute payments, issue invoices — fully autonomous.

**Q3 2026**
~$259K ARR to unlock with current base

### ARPU EXPANSION — How $170 becomes $500+

**$170** Entry → +Rent collection → +Insurance → +Credit → **$500+** Expanded

Toast/Shopify playbook: SaaS hooks the user, payments + financial products drive 3x ARPU expansion.

| <6w | >87% | 67% |
|---|---|---|
| Payback | Gross margin | 2026 from $0 CAC |

### REVENUE MIX · DEC 2026 TARGET

SaaS 45% · MeLi 35% · Rent 20%

### LTV / CAC MATH

$170 ARPU × 87% margin × 36mo life = **$5,324 LTV** | $213 CAC → **25x**

$365K committed + $259K to unlock + 67% zero-CAC = capital-efficient growth machine

FINANCIAL PROJECTIONS

# $449K committed. 4 months in. This is the floor.

**$449K**
signed contracts

## COMMITTED REVENUE Signed

| | |
|---|---|
| MeLi Distribution | $238K |
| MeLi Infrastructure | $127K |
| Design Partners (Sep) | $44K |
| SMB contracted | $39K |
| **Total committed** | **$449K** |

Churn 0→3% modeled · CEO $0 · $5.1K/mo burn

## SMB ORGANIC MRR Excl. MeLi


**67%** of 2026 SMB revenue from **zero-CAC renewals**

WITHOUT THIS ROUND, $449K IN SIGNED CONTRACTS CAN'T BE CAPTURED

**$250K** round → Scale infra for 5,300 MeLi brokers → **$449K** floor · signed | **$259K** Rentoso Pay + **$415K** SMB organic = **$1.1M** ARR Dec 2026

**Conservative:** Churn at 3% (actual: 0%) · CEO $0 · No MeLi upside beyond signed

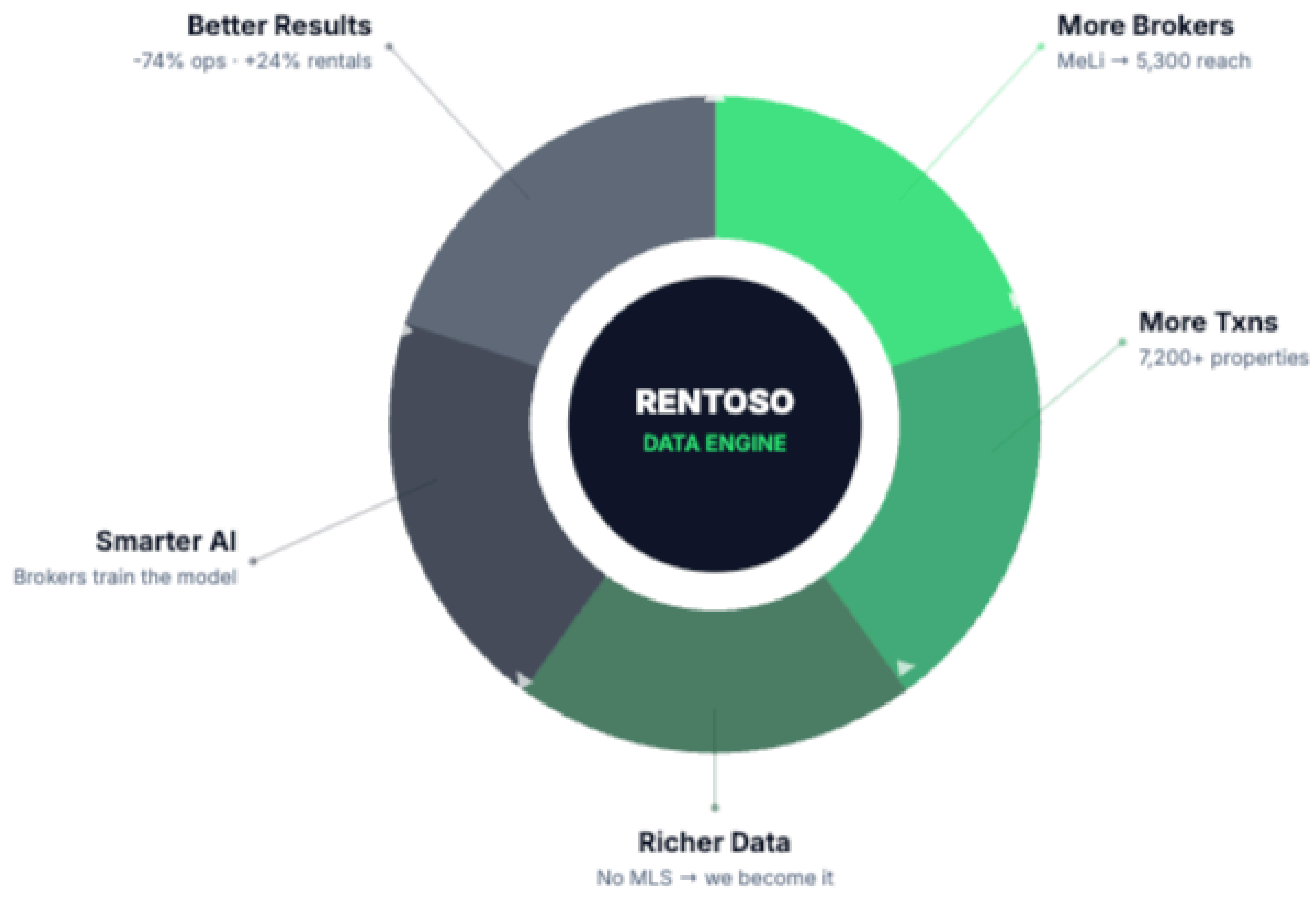
**Upside not modeled:** Rentoso Pay, mobile app, beyond 3 countries

Based on signed contracts + current conversion rates · Sources: MeLi contract · internal metrics · PropTech LATAM 2025

THE CHAIN EFFECT

# Whoever controls the data controls the industry.

**Shopify** let any store compete online. **Rentoso** lets any broker operate at world-class standard.




## No MLS exists in LATAM.

Whoever builds the transaction database becomes the infrastructure. Each broker that joins makes the AI smarter, the data richer, and the platform harder to replace.

### The Broker
-74% ops time
+24% completed rentals

→

### The Renter
+23% correct approvals
36min vs 47hr response

→

### The Industry
40% informal → formal
$53B formalizable market

## "Doing things right becomes easier than doing them wrong."

Rentoso makes formalizing faster, cheaper, and safer than staying in the shadows. 40% of LATAM rentals are informal — a **$53B market waiting to be formalized.**

TEAM

# Built by builders. Funded by operators.

**Nicolas Higueras** — START-UPCHILE by CORFO · makers
CEO & Founder
Self-taught dev since 14. Built 4 companies before 22. START Fellow (St. Gallen). **$0 salary.**

**Enrique Abril** — Google for Startups
CTO & Co-Founder
12 yrs SaaS & AI. Azure AI certified. Ex-Audisoft. **Built the system MeLi signed for.**

**Tobias Orozco**
Head of Product
Founding engineer. Built entire CRM + API integrations from zero. **Data Science (IFES).**

**Hector Beltran**
Head of AI
Ex-AXA Colpatria · Salesforce dev. Oracle-trained. **Leads all 6 AI agents.**

## INVESTORS — PAXIL.VC

despegar
**Pablo Montivero**
Ex-CBDO Despegar ($1.7B)

PedidosYa
**Mauro Gurdulich**
Ex-Director PedidosYa

Strike
**Sebastian Kaiser**
CTO Strike

## ADVISORS

MAN
**Joachim Drees**
Ex-CEO MAN (VW Group)

adn.vc
**Alberto Arrieta**
ADN.vc ($500M+ deployed)

## PROGRAMS & RECOGNITION

START-UPCHILE by CORFO — BIG 10 SELECTED | 2025

START GLOBAL — 1 OF 25 ENTREPRENEURS GLOBALLY | 2026

emprelatam. — EPA34 WINNERS | 2025

PROPTECH LATAM ECOSYSTEM — 2nd at Startup Competition México 2025

Google for Startups

Meta Business Partner

Tobias couldn't rent in Italy. Nico couldn't rent leaving high school in Chile. Hector grew up inside his mom's brokerage. *We lived both sides of a broken system — now we're rebuilding it.*

THE ASK

# $250K → 400 brokers. $50K MRR. Series Seed-ready.

**$250K**

SAFE (YC Post-Money)
$4.5M post · Round opened Mar 13

## Use of Funds

| $110K | $80K | $60K |
|---|---|---|
| **Product & Infra** | **Team & GTM** | **Ops & Buffer** |
| MeLi at scale · Rentoso Pay · Mobile app | 2 hires (backend + growth) · AR + UY | Runway · Contingency |

## Milestones This Round Unlocks

**Q2 2026**
MeLi distribution live
200 brokers · $25K MRR

**Q3 2026**
AR + UY expansion
350 brokers · $40K MRR

**Q4 2026**
Series Seed @ $15–20M
400+ brokers · $50K MRR

COMMITTED

**$50K** 20% of round

BEYOND CAPITAL

LATAM RE connections, fintech experience, enterprise distribution. Conservative case: **profitable by Q3 — with or without Series Seed.**

This is not a bet on an idea. It's a bet on **signed contracts, zero churn, and a team that ships**.

Rentoso

# Your real estate agency, running on its own.

We're not financing experimentation.
We're financing the infrastructure to become the industry standard.


**Nicolás Higueras**

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LET'S TALK

$250K SAFE @ $4.5M Post

54 clients · 0% churn

MeLi contract signed