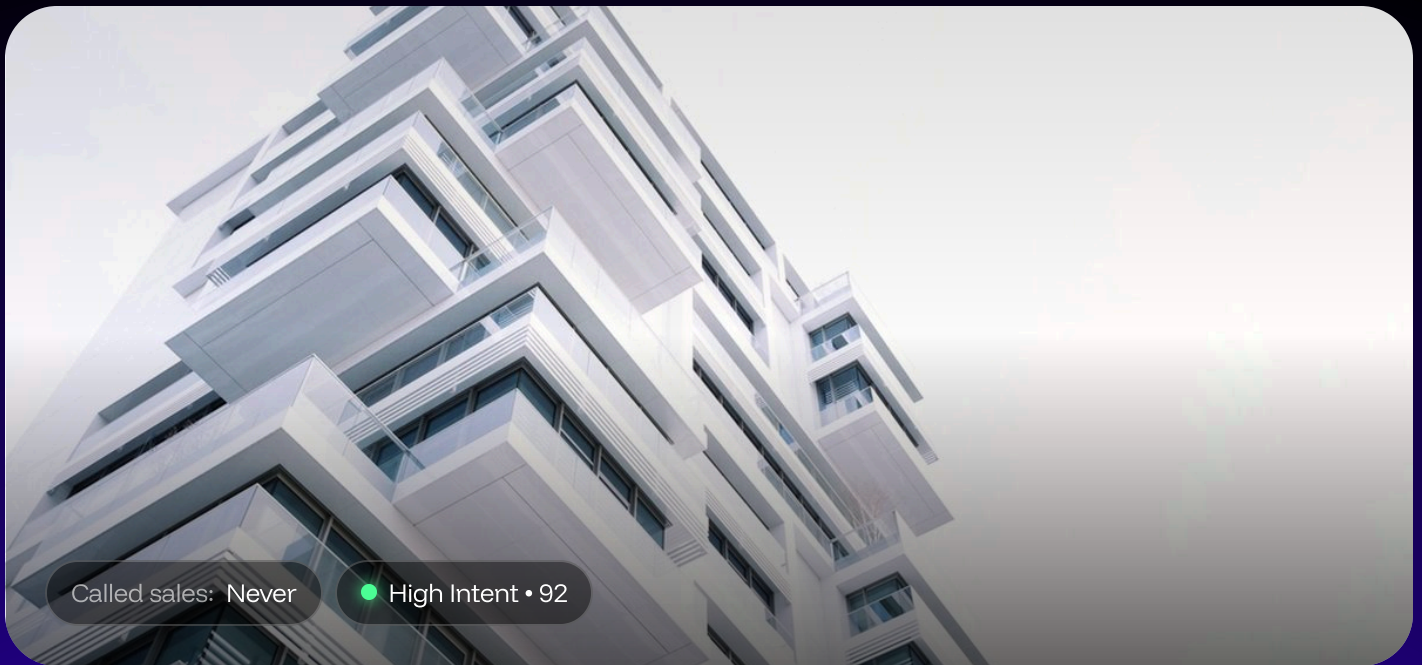


1,080 buyers a year look at your residences online and never call.

2 buildings · 360 residences · 216 left to sell · Prepared October 26, 2026



● Buyers who never call, a year

1,080

Selling out a month sooner

\$700K

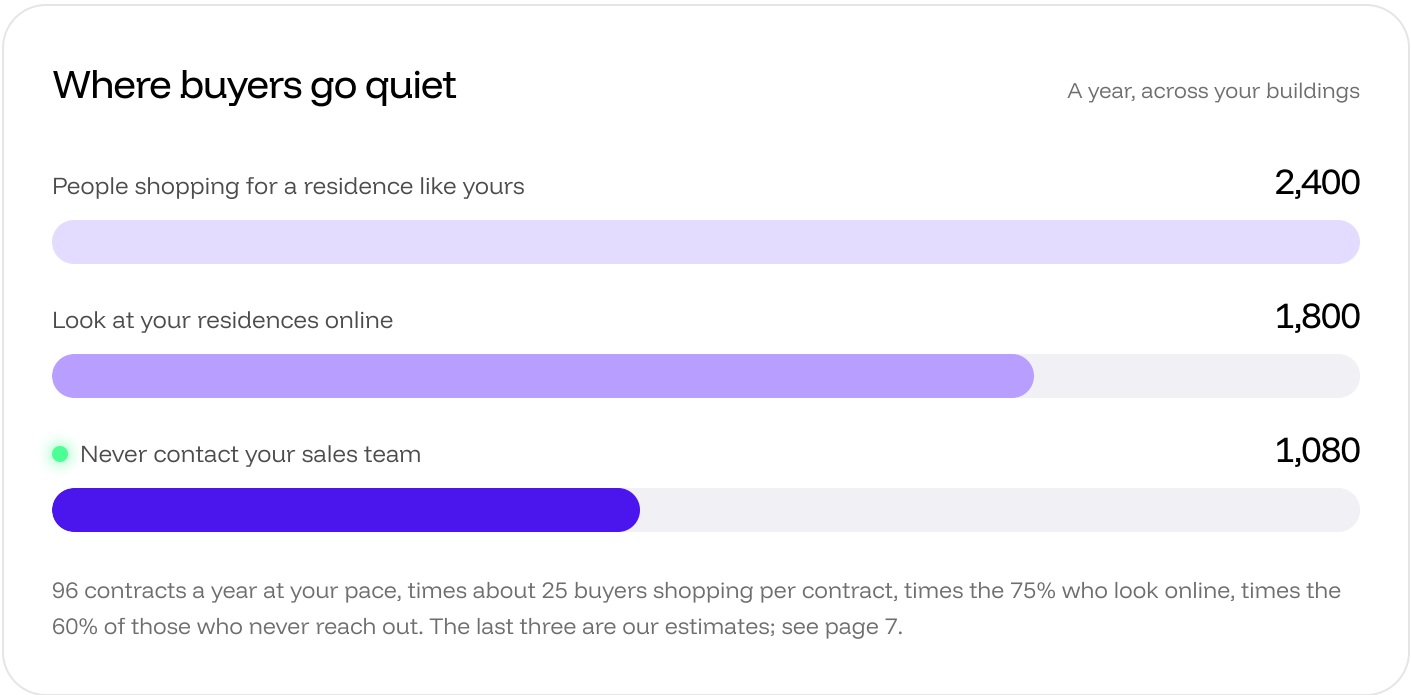
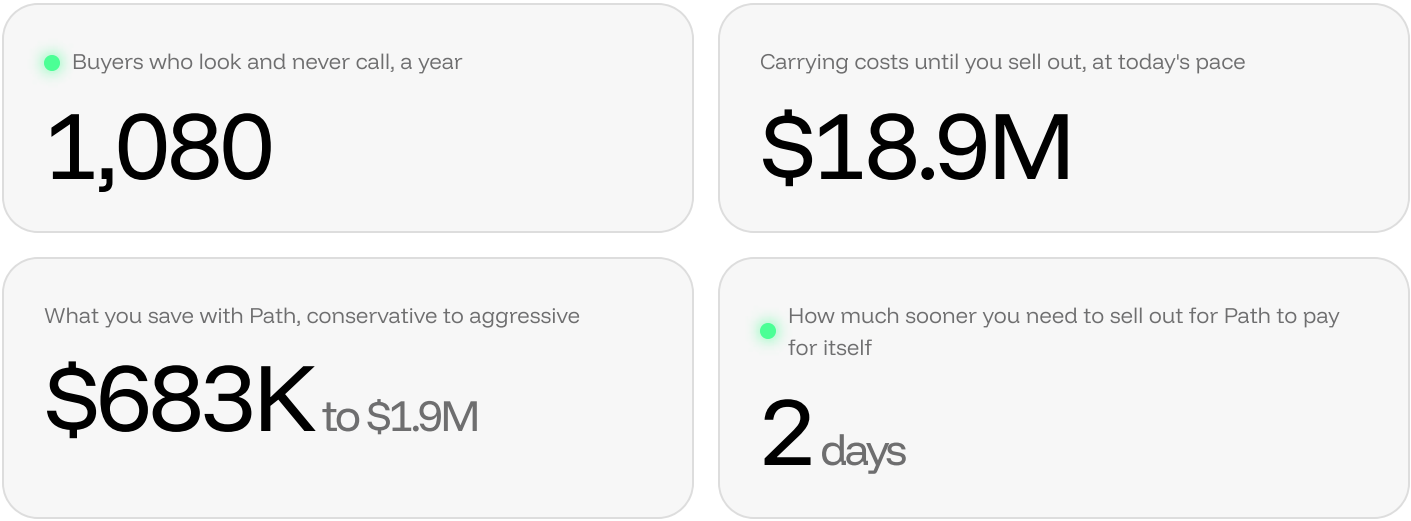
You save, conservative case

\$683K

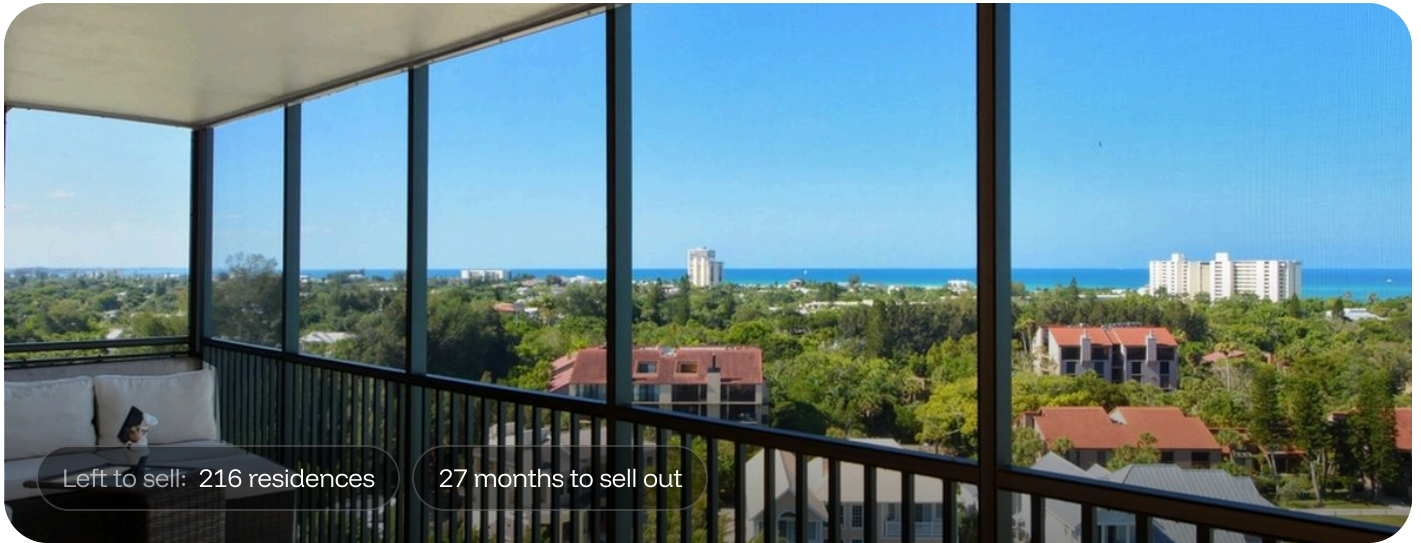
INSIDE

- 02 The short version
- 03 What's left to sell
- 04 What selling faster is worth
- 05 The next 12 months
- 06 How Path helps

A lot of your buyers make up their minds before they ever talk to you.



Buyers who look at your renderings and floor plans online and then leave never show up in your CRM, so nobody counts them. This report estimates how many there are, puts a price on every extra month of selling, and shows what selling 5, 10 or 15% faster is worth next to what Path costs.



WHAT'S LEFT TO SELL

\$700K

in carrying costs for every month it takes to sell out,
across your buildings

Sales still to close

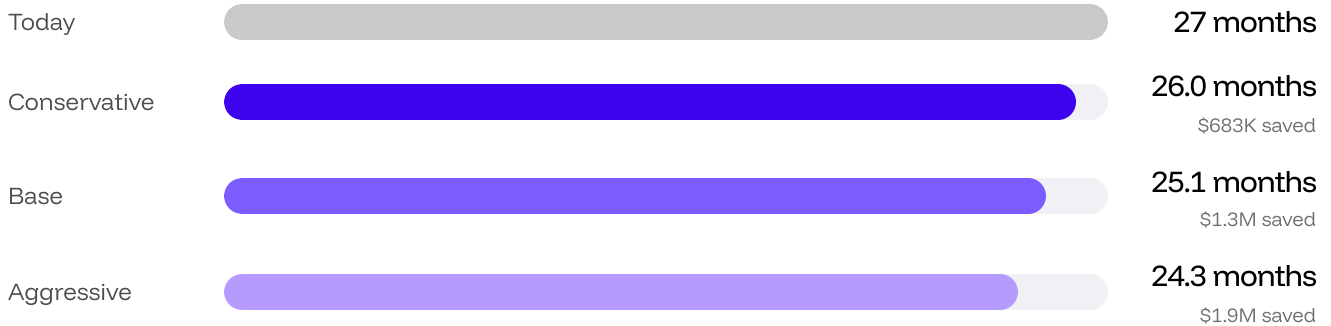
\$346M

Carrying costs until
sold out

\$18.9M

Months until you sell out, per building

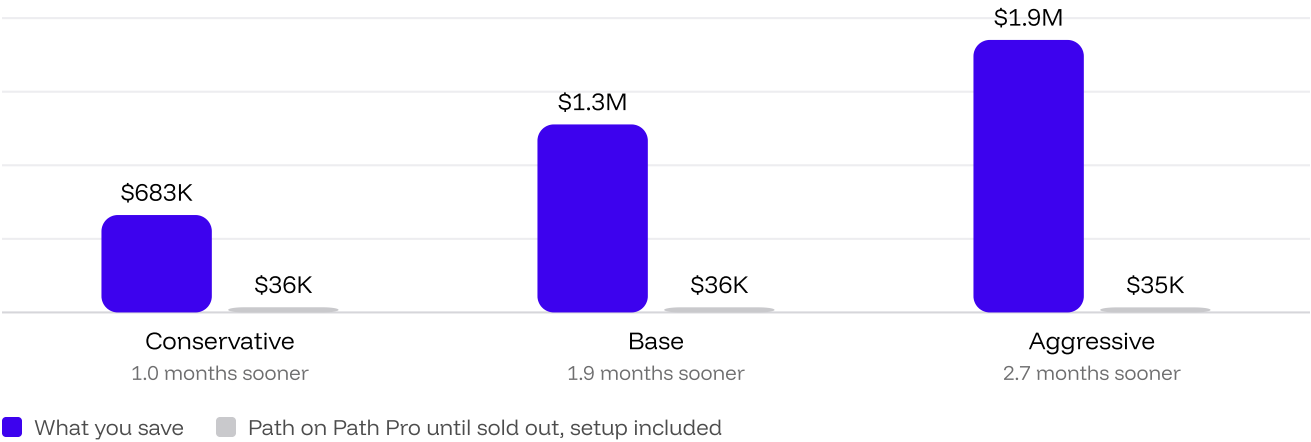
What you save



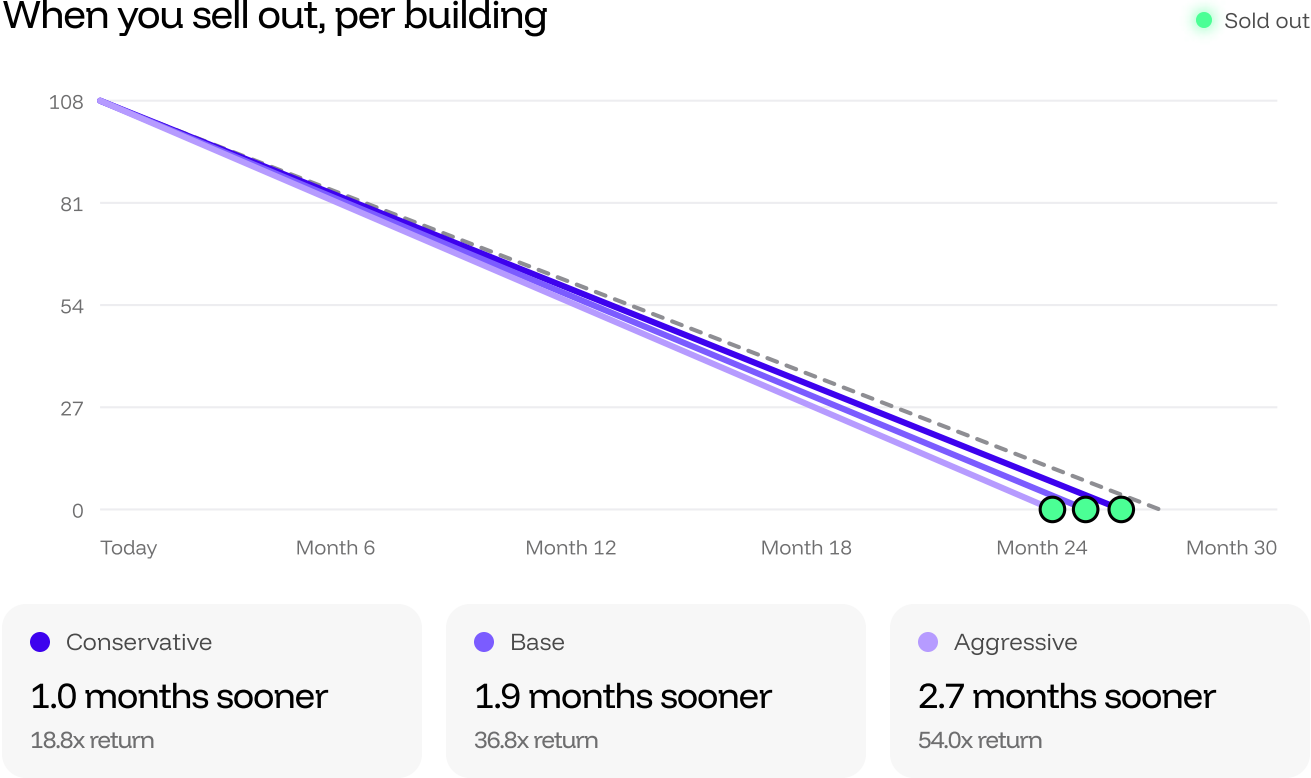
108 residences left per building at 4 contracts a month. Each building costs \$350K a month to carry: loan interest, the sales gallery, marketing and your sales team. The scenarios assume you sell 5, 10 or 15% faster with buyers who look online.

Selling faster saves you \$683K to \$1.9M. Path pays for itself if you sell out 2 days sooner.

What you save vs what Path costs



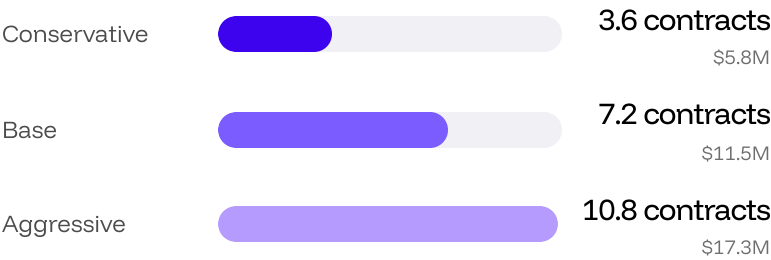
When you sell out, per building



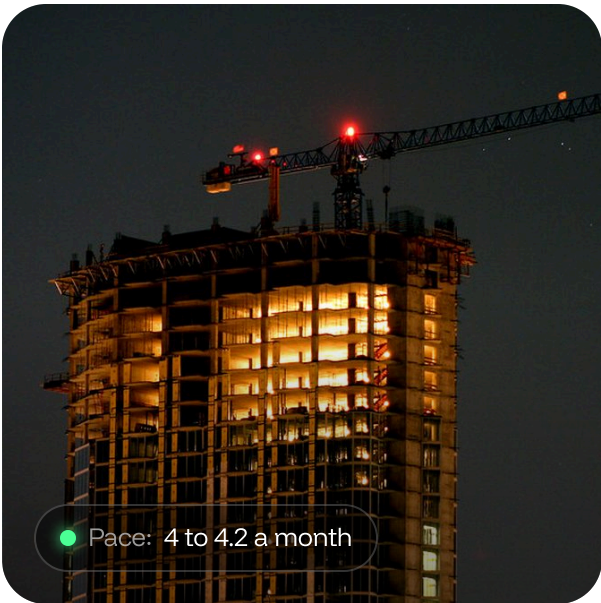
THE NEXT 12 MONTHS

+3.6 more contracts

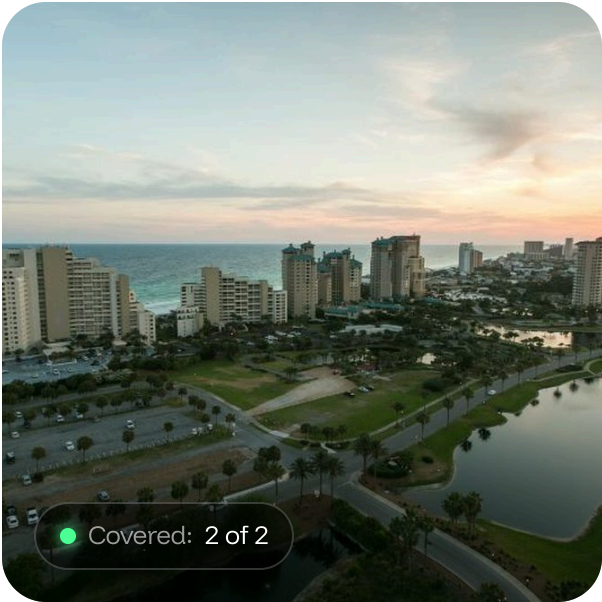
in the next year, about \$5.8M in sales closed sooner, conservative case



At an average price of \$1.6M. We keep this separate from the savings because it's sales coming in sooner, not money saved.



BUILDINGS ON PATH



What you save vs what Path costs



One plan covers your buildings. Above 15 buildings the price shown is a placeholder until we quote it. Conservative case.

The first call feels like a fifth call.

01 We build the 3D for you

From your renderings, floor plans or architect's files. Nothing has to be built yet.

02 A guide inside every residence

It answers buyers in their own language, 42+ languages, any time of day, from anywhere.

03 Your team knows who's serious

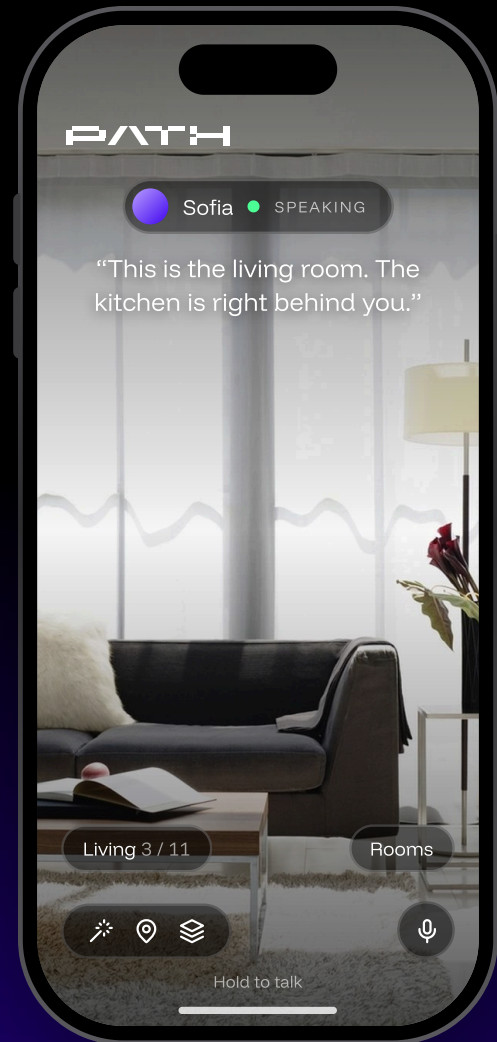
Which residences they looked at, what they asked and how long they stayed, before the first call.

Walk through these numbers with Drew

Drew Maddox from Path can run the numbers for each building and show you the guide inside one of your residences.

 Book a call

loops.vsnigroup.io/book/drew · drew@trypath.io



42+ languages

 Intent score

Every number, spelled out

BUILDINGS

2 buildings x 180 residences = 360 residences

SALES PACE

4 contracts a month per building (your number)

MONTHLY CARRYING COST

\$350K per building: loan interest, sales gallery, marketing, sales team

BUYERS SHOPPING PER CONTRACT

About 25 (our estimate)

ONLINE BUYERS WHO NEVER REACH OUT

60% (our estimate)

PLAN

2 of 2 buildings on Path Pro; one plan covers them

PATH COST UNTIL SOLD OUT

The monthly plan until the last residence sells, plus setup

LEFT TO SELL

216 (40% already under contract)

MONTHS TO SELL OUT

27 months at today's pace

AVERAGE PRICE

\$1.6M per residence

BUYERS WHO LOOK ONLINE FIRST

75% (our estimate)

SELLING FASTER

5, 10 and 15%, applied to buyers who look online (our estimate)

SETUP

\$12K per building, one time (\$2.25 a square foot plus \$1,500)

PAYS FOR ITSELF

Path cost divided by what a day of carrying costs on those buildings

Every number here is an estimate from what you entered and our own assumptions. It's not a forecast or a guarantee. Open the calculator to change anything and print a new copy. Photos are illustrative.



Lead the Market with Path.

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