INDEPENDENT CONCEPT PROTOTYPE · NOT AFFILIATED WITH PULTEGROUP, INC.

Every home, born with a brain.

A homebuilder is the only party that ever sees inside the walls. HomeBrain captures that moment once, during construction, and turns every home into an AI product its owners talk to for decades — and a fleet the builder learns from. We built a working prototype to show it, not a deck.

01 · CAPTURE

The digital birth certificate

Plans, selections, serials, trades and a guided pre-drywall photo sweep, indexed into a per-home AI at closing. Rides on work the construction manager already does: about five extra minutes per home.

02 · LEARN

The fleet effect

Every claim, service call and sensor reading across the installed base trains one model. It predicts failures, scores trade partners, and gets better with every community. No startup or portal can replicate the data.

03 · MONETIZE

The forever relationship

Warranty cost avoided first, then subscriptions, a service marketplace and verified Home History Reports at resale that bring the next buyer back to the builder.

THE NUMBERS, ON THE BUILDER'S OWN FIGURES

Warranty cost avoided, at full ramp	Year-5 annual contribution	Year-10 run-rate	Implied enterprise value (8× revenue)
$13M / yr	**$23M**	**$33M**	**$263M**

Base case. Reported inputs: homes closed and warranty accruals from PulteGroup's FY2025 Form 10-K. Assumptions: 15% warranty reduction, 40% owner attach at $10/month, 2-year ramp, 8% annual resale at $149/report, 10% of a $2,500 annual services spend routed through the marketplace at a 15% take. The conservative case still pays for itself; the upside case runs past $500M of value. Every input is editable at pultegroup.ai/#model.

WHAT'S LIVE TODAY

- **Owner demo** — a real AI, grounded in one home's construction record: ask it about load-bearing walls, paint codes, warranty status, a water anomaly. Digital-twin floor plan with electrical, plumbing and structural layers.
- **Fleet Command** — the HQ view: predicted claims by component and community, trade scorecards, capture coverage, warranty-reserve forecast. Simulated data, real mechanics.
- **The model** — every assumption exposed and editable, with conservative, base and upside presets.

WHY A BUILDER, AND WHY NOW

- **Only the builder has the data.** After drywall it cannot be recreated at any price. The moat is structural, not technical.
- **The first lever pays for everything.** A 15% reduction on ~$86M of annual warranty accruals funds the program before the first subscription.
- **Software multiples on a builder's balance sheet.** A recurring line valued at 8–10× revenue instead of ~1× book.
- **Nobody has shipped it.** The first national builder to attach a brain to every home sets the standard and can license it.

The ask: 30 minutes with the people who own warranty, customer experience or strategy.

Not a sales call. We'd like to show the prototype, hear where it's wrong, and talk about what a single pilot community would prove. The concept, the prototype and the pultegroup.ai domain are available to the right partner.

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Demo pultegroup.ai/#demo Model pultegroup.ai/#model Fleet view app.pultegroup.ai

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