

EXECUTIVE SUMMARY



CREAM AI

CREAM AI Intelligent Assistant: Transforming Commercial Real Estate Brokerage with AI-Driven Client Relationship Manager (CRM)

The CREAM AI Intelligent Assistant is an innovative, AI-powered Client Relationship Management (CRM) platform designed specifically for the commercial real estate (CRE) industry. Unlike traditional CRMs that cater to residential real estate or unrelated industries, *and* require extensive customization, CREAM AI seamlessly integrates automation, AI-driven insights, and industry-specific tools to enhance broker productivity and efficiency.

With over 230,000 CRE brokers in the U.S., the industry has lagged behind in adopting technology that truly meets its unique needs. Many brokers rely on outdated, complex, and/or generic CRM systems that fail to streamline their workflow. CREAM AI fills this gap by offering an intuitive, plug-and-play solution that significantly reduces administrative burden, automates routine tasks, and allows brokers to focus on revenue-generating activities.

Key Advantages

- **AI-Powered Automation** – Cuts daily workload by up to 50%, allowing brokers to effectively double their productivity.
- **CRE-Specific Design** – Built exclusively for commercial real estate, eliminating the need for customization or training.
- **Seamless User Experience** – Easy to use, requiring minimal setup while continuously evolving with AI enhancements.
- **Scalability & Future-Readiness** – Built on Web 3 architecture, ensuring long-term adaptability and innovation.

Proven Leadership Driving Innovation

CREAM AI is led by Randy Pease and Ian Grieve, both seasoned professionals with deep expertise in their respective fields. Longstanding coworkers in different fields combined their skills and disciplines to create a product to fill a market need with technology that would not be in that sector for several years to come.

Randy Pease brings startup experience, 18 years of sales experience and a decade in commercial real estate, leveraging his extensive industry network to drive adoption and market penetration.

Ian Grieve, a former Director at Sony Corp and a 25-year veteran in technology and software development, has a track record of delivering innovative, scalable solutions on time and within budget. Their combined expertise ensures that CREAM AI is not just a technology platform but a strategic tool built by industry insiders for industry professionals.

Market Strategy & Revenue Model

CREAM AI operates on a SaaS subscription model at \$75 per seat/month, with an early adopter program at \$50 per seat/month. A 2-3 month free trial ensures seamless onboarding and adoption. The go-to-market strategy leverages existing industry relationships, professional organizations, and targeted sales efforts to drive early traction.

With a strong leadership team, an underserved market, and cutting-edge AI-driven automation, CREAM AI is set to revolutionize how CRE brokers operate—maximizing efficiency, increasing profitability, and future-proofing the industry.