



TAM components

- \$905B U.S. residential construction
- \$196B U.S. home furniture
- \$22B+ U.S. proptech (residential)

SAM components

- \$17.0B New-home furniture
- \$1.4B Builder & broker SaaS
- \$270M Digital twin / merch
- \$2.0B Data licensing & platform
- \$3.5B International market

SOM basis

- \$14.5M LOI pipeline secured
- 5 active markets (TX, CA, FL, AZ, WA)
- \$164M 36-month cumulative revenue
- \$100M+ Year 3 annualized revenue

\$21M Year 1	\$51M Year 2	\$92M Year 3	\$164M 36-Mo Total	62% Y3 Gross Margin	56% Y3 Net Margin
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Sources: U.S. Census Bureau, Mordor Intelligence, IMARC Group, Precedence Research, Fortune Business Insights (2025–2026)