Bild

PLATFORM GUIDE · FOR THE TEAM & INVESTORS

Everything you can do on Bild, step by step.

A friendly, complete walkthrough of the Bild platform — from running an entire acquisitions operation to investing in a deal. Written so anyone can follow it, no technical background needed.

HOME · BILDCORPINVEST.COM | PART 1 · THE TEAM | PART 2 · INVESTORS | WORKS ON PHONE & DESKTOP

---

§ Welcome to Bild

Bild is one place to run real-estate deals end to end — find and analyze properties, reach owners, raise capital from investors, and keep everyone in the loop through a built-in community app. This guide is in two parts:

- **Part 1 — For the team (operators):** the full toolkit — search, AI calling, campaigns, CRM, raises, and closings.
- **Part 2 — For investors:** how to browse a deal, invest, sign your paperwork, and track your money.

Everything lives at `bildcorpinvest.com`. It works in any web browser and installs on your phone like a normal app. Let's start there, since it makes everything easier.

§ Install the app on your phone

Bild runs as a real app on your home screen — its own icon, full screen, no browser bar. Nothing to download from an app store.

On iPhone (must use Safari)

1. Open **Safari** and go to `bildcorpinvest.com`. Sign in.
2. At the very bottom of the screen, tap the `•••` or `Share` button (the square with an arrow pointing up). Not the icons at the top of the page — those belong to the app itself.
3. In the menu that appears, tap `Share`, then scroll down and tap `Add to Home Screen`.
4. Tap `Add` in the top-right corner.

On Android (Chrome)

1. Open **Chrome** and go to `bildcorpinvest.com`.
2. Tap the `⋮` menu (top-right) → `Add to Home screen` → `Add`.

TIP

Sign in *before* you demo it. Then tapping the amber **Bild** icon opens straight into the app — no login screen in front of your audience.

PART 1

For the team

The operator toolkit: find deals, reach owners with AI calls and campaigns, work your leads, and raise capital — all from one workspace.

1 Before you start

Most of Bild works out of the box. A few outreach features need an outside account switched on first — Bild will clearly show a "connect" note wherever one is missing, so nothing breaks silently.

TWO THINGS TO SWITCH ON BEFORE A CALLING CAMPAIGN

1 · Owner phone numbers (Skip Trace). To get a property owner's phone number, Bild uses a data provider (Tracerfy). Its API key must be active — otherwise the AI caller and SMS have no one to reach.

2 · WhatsApp hot-lead alerts. To receive instant WhatsApp alerts when a hot lead comes in, your Twilio WhatsApp sender must be approved (Twilio's one-time business verification). Until it is, everything else runs — you just won't get the WhatsApp pings.

Everything else — search, analysis, LOIs, postcards, the CRM, raises, closings, websites, and the community — works with no extra setup.

2 Finding your way around

The left sidebar is your map. It's organized into four groups:

ACQUIRE

- Find `search`
- Alerts `buy-box`
- Deals `pipeline`

ENGAGE

- Leads
- Calling
- Campaigns
- Investors
- Raises
- Investor Portal

CONNECT

- Feed
- Explore
- Reels
- Messages
- New Post
- My Page

OPERATE

- Command Center
- Documents
- Reports
- Transactions

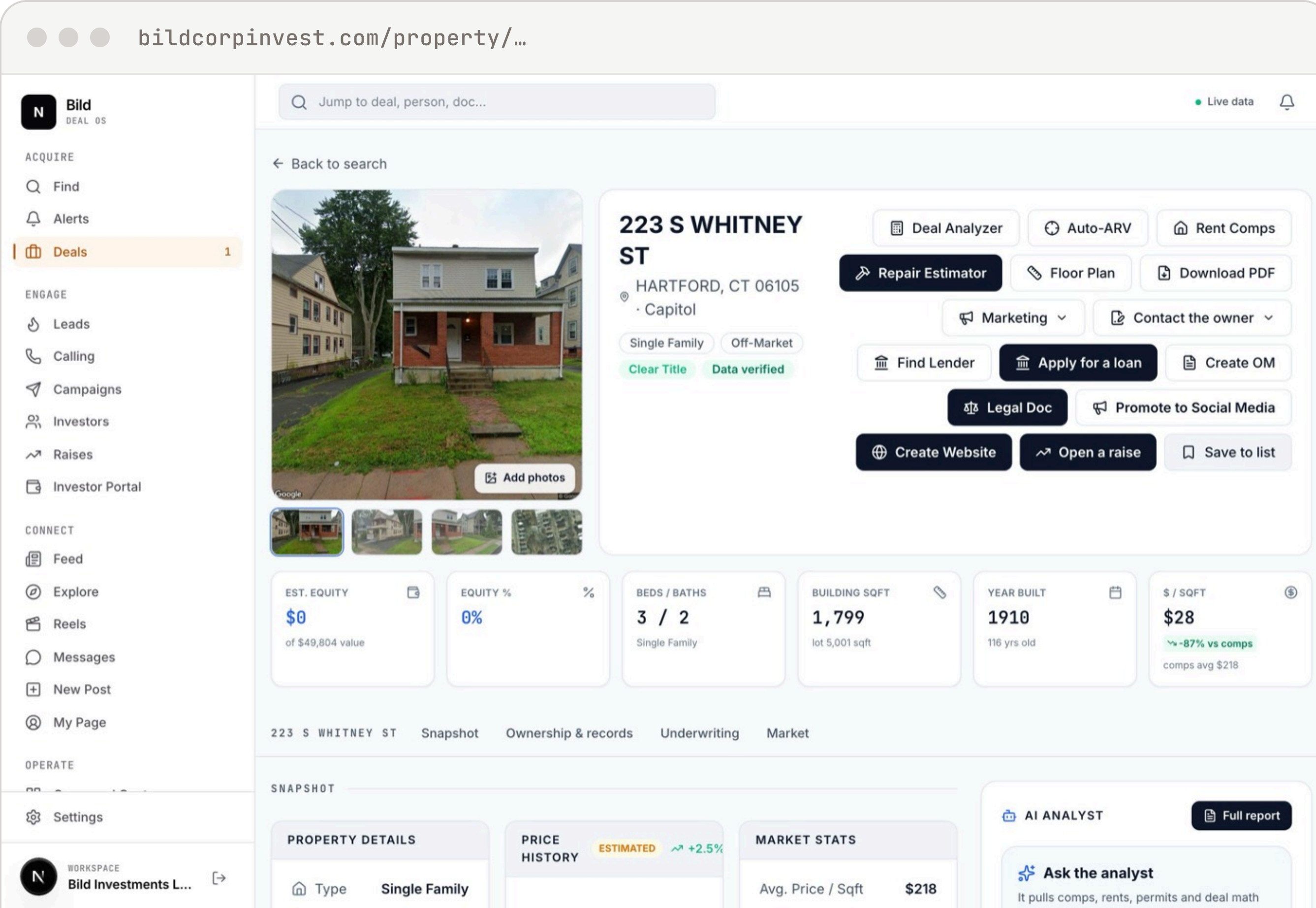
The top bar has a universal search (**Jump to deal, person, doc…**) and a notifications bell. To sign in, go to **bildcorpinvest.com** and enter your team passcode.

3 Find & analyze a property

Search for properties

1. Open **Find**. Type an address, city, or ZIP — suggestions appear as you type. For an area, search a city or ZIP; for a specific home, pick the address.
2. Narrow the results with the filters (property type, price, owner signals), or draw an area on the map to search inside it.
3. Click any result to open its full property page.

Run the numbers



THE PROPERTY PAGE One property, fully underwritten — the photo and key numbers on the left, and every tool along the top: DEAL ANALYZER, AUTO-ARV, and the MARKETING and CONTACT THE OWNER menus.

The property page is a complete underwriting workbench. The key tools:

Auto-ARV — pulls recent sold comps within ~2 miles and calculates an after-repair value range with a confidence rating.

Deal Analyzer — full flip / BRRRR math: purchase, rehab, holding costs, and projected profit and ROI.

Comparable sales, Rent comps, Deal Score — supporting evidence and a one-glance verdict.

Repair Estimator — a contractor-grade scope with materials and local labor rates.

Ownership & records, Incentives — the owner of record, mailing address, and any grants or tax credits that match the address.

Get the owner's phone & make an offer

1. Click `Run Skip Trace` to look up the owner's phone number(s). (Requires the data provider from "Before you start.")

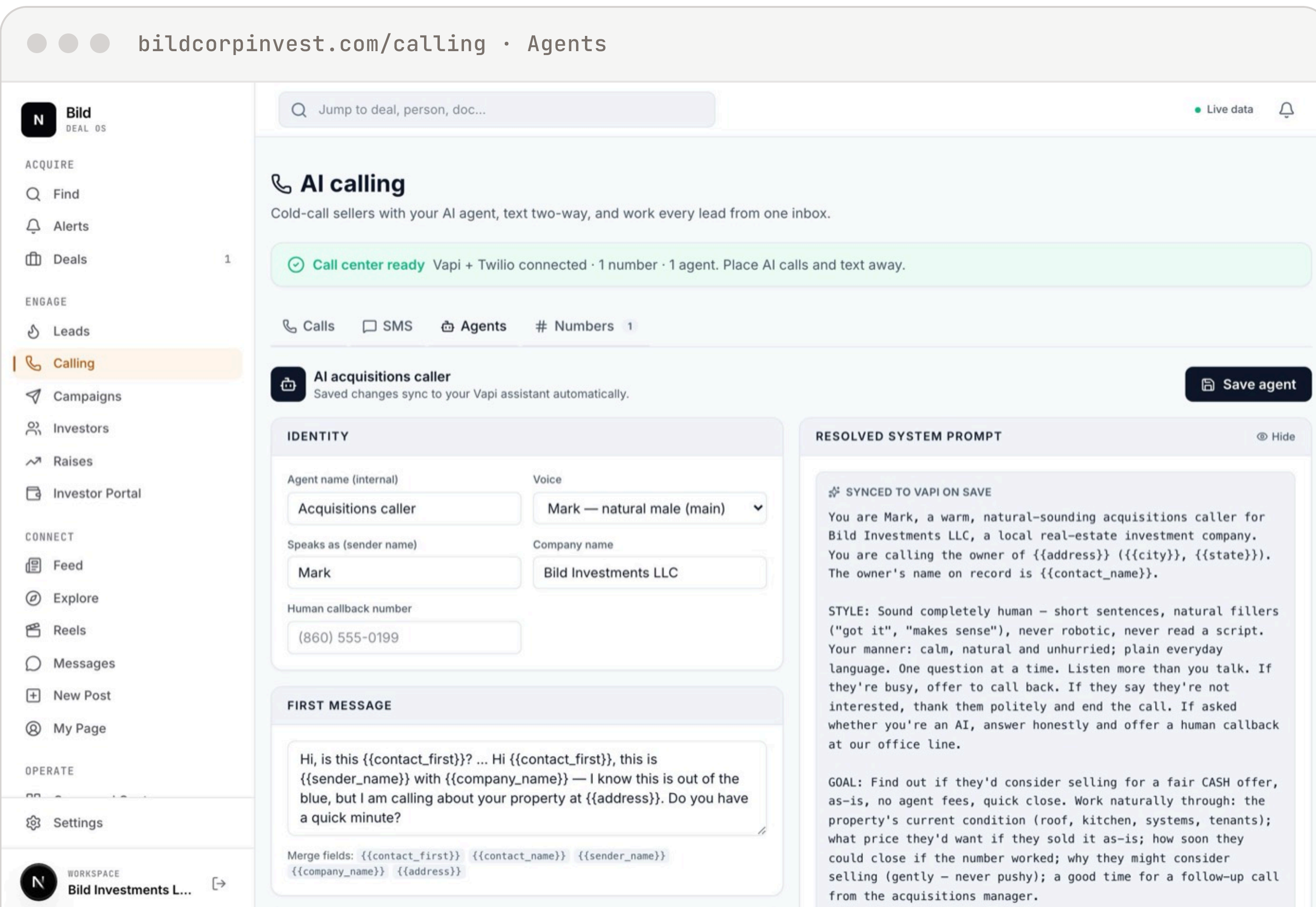
2 Open the **Marketing** menu for outreach: **AI Call**, **SMS**, and **Send postcard**. Call and SMS unlock once you've skip-traced a phone.

3 Open the **Contact the owner** menu to generate documents: **Generate LOI** (letter of intent / offer), **Purchase & Sale**, and **JV Agreement**.

4 Use the rest of the buttons to export a report (**Download PDF**), generate an offering memo (**Create OM**), build a marketing site (**Create Website**), open a capital raise (**Open a raise**), or bookmark the deal (**Save to list**).

4 The AI call center

Open **Calling**. It has four tabs — **Calls**, **SMS**, **Agents**, and **Numbers** — and a status banner up top that reads **Call center ready** when everything's connected.



AI CALL CENTER · AGENTS Set up your AI caller: pick a voice (Mark, Kate, Ryan, or Sophia), your sender name and company, and the opening line. The exact script the AI will use previews live on the right.

1 · Set up your AI caller (Agents tab)

1. Open the **Agents** tab. Choose a **Voice** — pick the personality your callers will hear:

Mark
Natural male — the main voice

Kate
Warm female

Ryan
Energetic male

Sophia
British female

2. Set **Speaks as (sender name)** — the name the AI gives on the call (it auto-matches the voice you picked) — and your **Company name** and callback number.
3. Edit the **First message** (the opening line) and toggle what the agent asks: **Ask condition**, **Ask price**, **Ask timeline**, **Ask motivation**, **Offer callback**, **Frame cash offer**.
4. Click **Save agent**. The right-hand preview shows the exact script the AI will use.

2 · Get a phone number (Numbers tab)

1. Click **Get a number**. Choose **Free Vapi number** (instant, voice only) or **Buy a Twilio number** (voice + texting).
2. Enter an area code, then **Get free number** or **Search** → **Buy**.

Voice-only numbers can call but not text — SMS and WhatsApp alerts need a Twilio number.

3 · Place a call (Calls tab)

1. Click **New call**. Enter the **Contact name**, **Number to call**, and property address; confirm the agent and from-number; click **Place call**.
2. Watch it live in the call log. Click any call to see its outcome, AI summary, the seller's answers, a recording, and the full transcript.

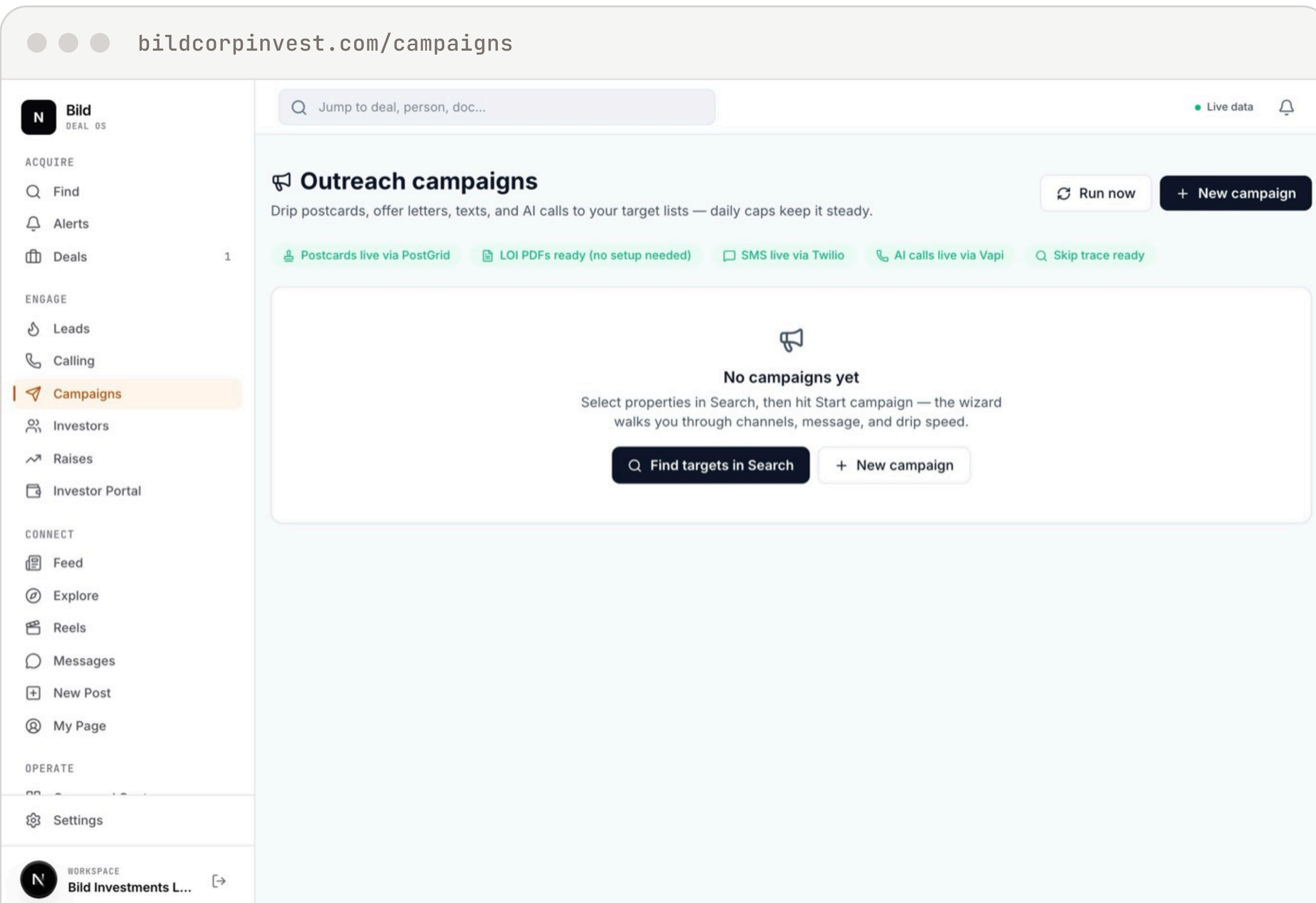
CALLING HOURS & AUTOMATIC CALL-BACKS

All automated dialing runs only **10:00 AM – 6:00 PM** (your account's Eastern time). Calls outside that window wait until it opens.

If a seller says **"call me back later,"** Bild schedules the call-back automatically — at the exact time they asked, or about two hours out. If it hits **voicemail**, it hangs up (no wasted minutes) and tries again in ~2 hours. Each number is capped at 3 attempts per day.

5 Running a campaign

A campaign drips outreach — postcards, offer letters, texts, and AI calls — to a list of owners, at a steady daily pace.



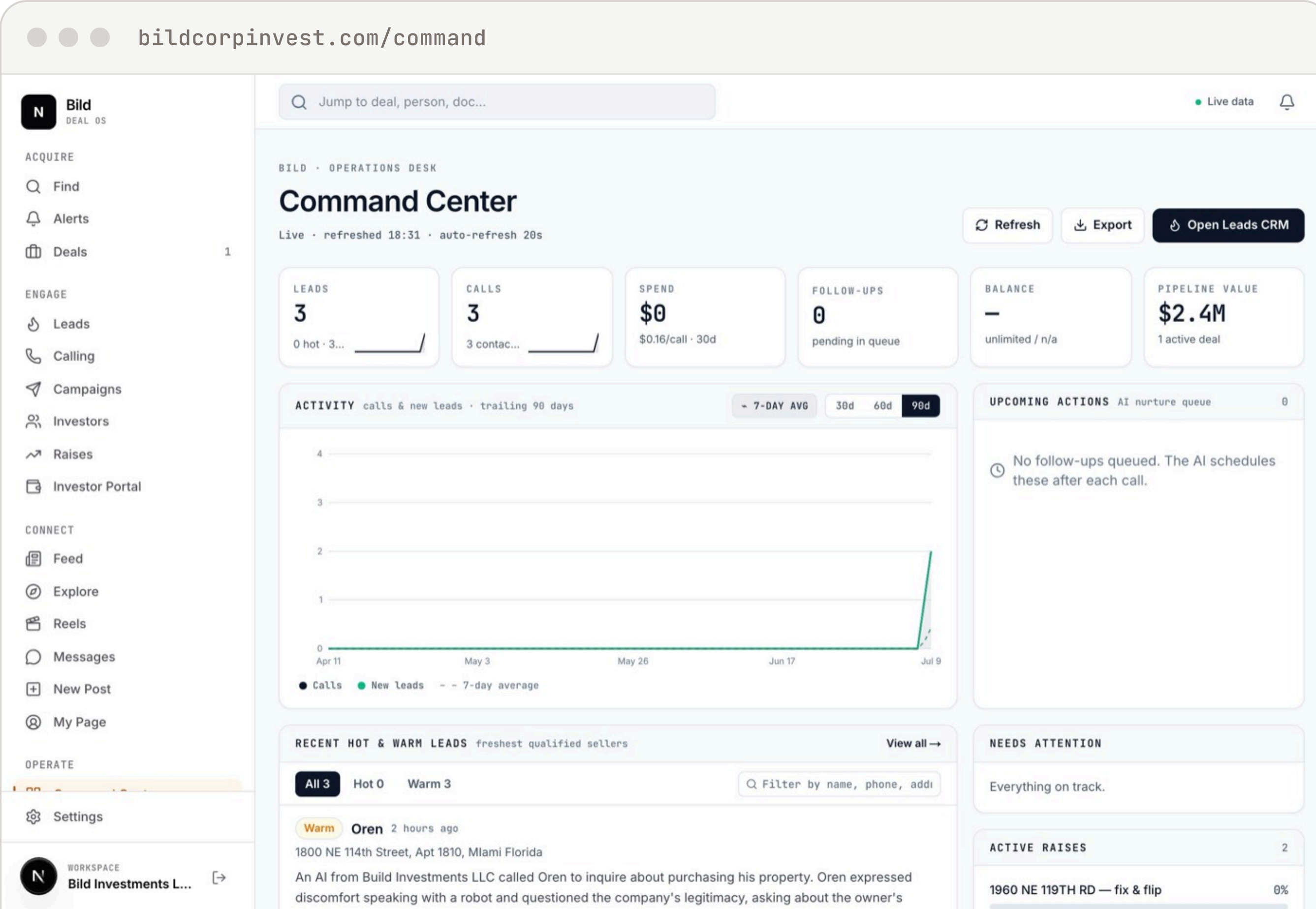
CAMPAIGNS The green badges up top tell you which channels are live — postcards, LOIs, SMS, AI calls, and *skip trace* — before you launch. Start a campaign by selecting properties in Search.

1. In **Find**, select the properties you want to reach and click **Start campaign**. This opens the 4-step builder with your list loaded.
2. **Targets** — name the campaign and review the list. Bild automatically fills in owner names and mailing addresses from public records.
3. **Channels** — pick your channels: **Postcard**, **LOI**, **SMS**, **AI call**. Each shows whether it's ready or needs connecting.
4. **Message & settings** — edit the postcard text, set your **LOI offer** (a slider, default 70% of value), your **Daily cap** per channel, and your sender/return address.
5. **Launch** — click **Create campaign**. Then **Skip trace** to pull phone numbers for texting/calling, and **Start campaign** to put it on the daily drip.

Manage everything from **Campaigns**: start, pause, or delete a campaign, run **Skip trace**, download all generated LOIs, or hit **Run now** to send immediately instead of waiting for the daily run.

6 Leads & Command Center

Every AI call automatically becomes a lead — scored hot, warm, or new — so you never chase a spreadsheet. Open **Command Center** for the operating view.



COMMAND CENTER Your operating view: leads, calls, spend, and pipeline value across the top; the AI's nurture queue and the freshest hot & warm leads below, each with a one-tap LISTEN .

The numbers up top — leads (with hot/warm counts), calls, spend, follow-ups queued, minutes remaining, and pipeline value.

Upcoming actions — the AI's nurture queue, grouped Today / Tomorrow / Later, each showing the lead and channel.

Recent hot & warm leads — filter by temperature, play the last call recording inline with Listen, or open Details. Use Export for a CSV.

HOT-LEAD WHATSAPP ALERTS

When a hot or warm lead comes in, Bild sends an instant **WhatsApp alert** to your team's phones so you can jump on it. (Requires Twilio WhatsApp approval — see "Before you start.")

7 Raising capital

Turn a deal into an investor offering in minutes.

1. From a property page click **Open a raise** (or open **Raises** → new). Set the target amount, terms, minimum, and structure.
2. Bild generates a polished public investor page at a private link (`bildcorpinvest.com/r/…`) — the same page your investors see in Part 2.
3. Share that link (or its QR code) with investors. Track views, document opens, and commitments as they come in, and match investors to the deal.

8 Property websites & closings

Marketing websites

From a property page, click **Create Website** to launch the builder wizard — a step-by-step that produces a full marketing site for the property at its own public link (`bildcorpinvest.com/s/…`), which you can even point at a custom domain.

Closings

When a deal goes under contract, the **closing room** tracks it to the finish line — gated status steps, a secure wire vault, e-signatures, and a full audit trail so nothing slips.

PART 2

For investors

How to review a deal, invest, complete your paperwork, and follow your investment — all from your phone or computer.

9 Getting in

There are two doors into Bild, depending on what your Bild contact sends you:

A · Your personal deal link

When there's a deal to review, Bild sends you a private link (often as a text, email, or QR code) that looks like `bildcorpinvest.com/r/…`. **No account or password is needed** — just open the link. It greets you by name and shows the offering. This is where you invest (see Investing in a raise).

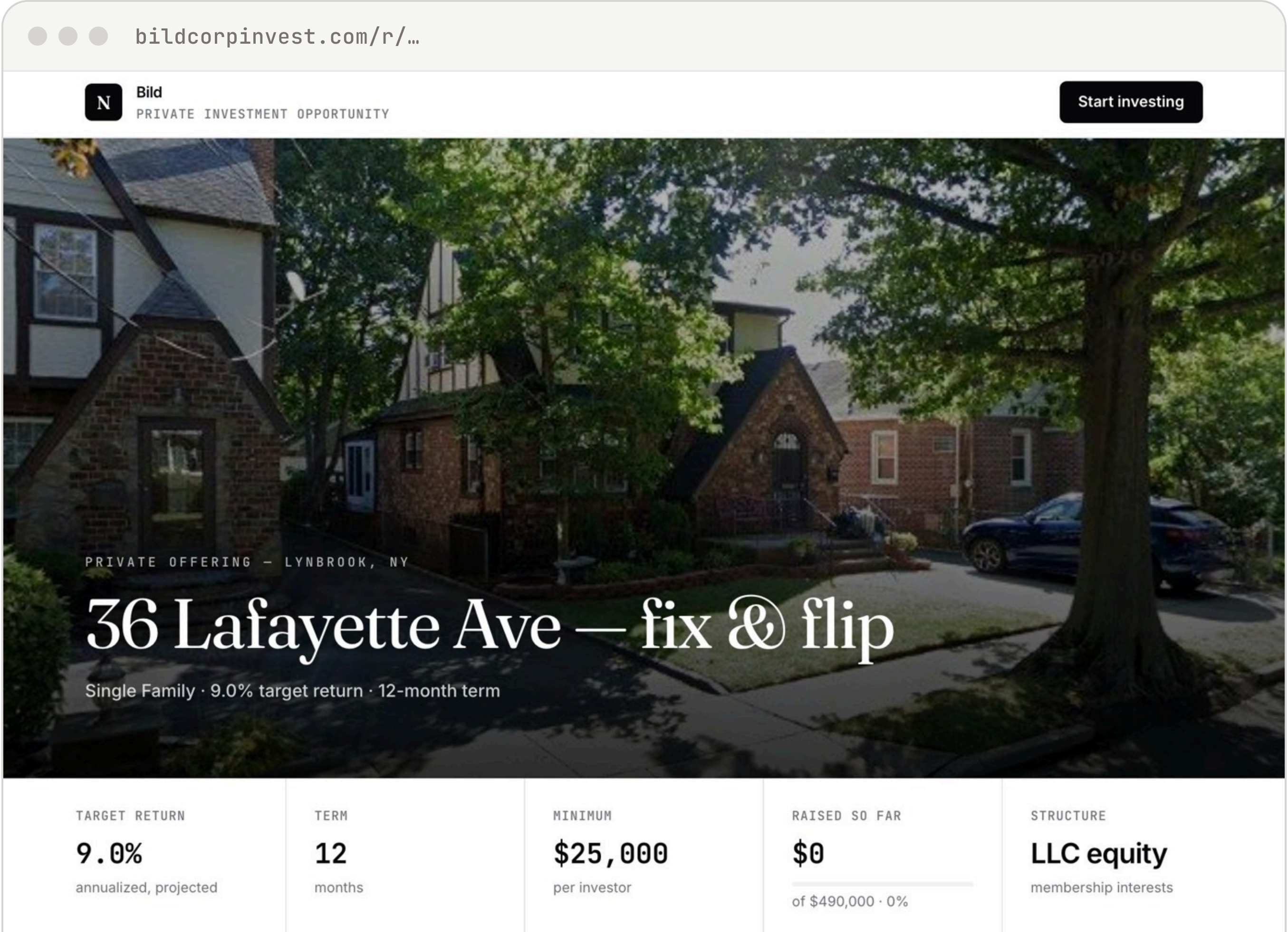
B · The community app

To join the Bild community — deal updates, photos, and messaging — go to **bildcorpinvest.com/social/join** and create an account with the invite code your Bild contact gives you. You'll enter your name, email, and a password, then confirm your email.

> YOUR INVESTOR PORTAL
>
> After you invest, Bild activates your **Investor Portal** — your private home for documents, holdings, and reports. You'll reach it from the **Open your investor account** button at the end of the invest flow, or a link Bild sends you. Keep that link handy.

10 Browsing a deal

Open your personal deal link. The offering page is designed to be read top to bottom — here's what each part tells you:



PART 2 · THE DEAL PAGE The offering page an investor opens from their private link — the property, the headline terms (return, term, minimum, raised), and a `START INVESTING` button in the top-right.

The headline — the property and its city, with a one-line summary: property type, target return, and term length.

The terms band — five quick facts side by side: `Target return`, `Term`, `Minimum` investment, `Raised so far` (with a progress bar), and the `Structure` (e.g. LLC membership units).

The property — the address, a photo, and the key numbers: purchase price, renovation budget, and projected after-repair value.

How investing works — the four steps: verify your identity, review & sign, fund your investment, then receive distributions & reports.

The document package — a preview list of everything you'll review and sign. The full package unlocks in your portal after you verify.

Tap `Start investing` in the top bar any time to jump straight to the investment section.

11 Investing in a raise

Investing is a guided three-step flow. It confirms who you are and collects your signed verification — Bild then reviews it and activates your account.

Step 1 · Your details

1. Enter your **Full name**, your **Investing entity** (optional — e.g. an LLC or trust), your **Email**, and your **Intended investment** amount.
2. Use the quick-amount chips (**1× · min**, **2×**, **5×**) to fill common amounts, or type your own. It must be at or above the stated minimum.
3. Tap **Continue to verification**.

Step 2 · Verify your identity

1. You'll see two documents to sign: **KYC / AML Identity Verification** and **Accredited Investor Questionnaire & Certification**.
2. Tap **Open & sign** on the first one. Fill the fields, sign right on screen (choose **Type** or **Draw**), tick the acknowledgment box, then tap **Submit verification**. The card turns green and reads **Submitted**.
3. Repeat for the second document. When both show **Submitted**, the flow advances automatically.

Step 3 · Verification submitted

You'll see a confirmation that Bild is reviewing your documents and will activate your account, with an email to follow. Tap **Open your investor account** to go to your portal.

GOOD TO KNOW

This step is **identity verification and paperwork**, not the money transfer. Bild reviews your documents and follows up with funding instructions. For SEC-registered (Reg CF) offerings, funding runs through a secure, regulated partner and a **Proceed to funding** button appears.

12 Signing your documents

Every document — the two verification forms and, later, your full package in the portal — uses the same simple signer. It fills in what it can from your profile so you're mostly reviewing, not typing.

1. Open a document. If it offers versions, pick the right **Version** from the dropdown.
2. Fill in the fields (many are pre-filled). Complete any tables — use **Add row** or the trash icon to adjust rows where allowed.
3. Sign: choose **Type** (type your name) or **Draw** (sign with your finger or mouse). The signer-name field is required.
4. Tick the acknowledgment box confirming you understand these are template documents to be reviewed by an attorney.
5. Tap **Download PDF** to save a copy, or **Send to Bild** to email the signed document to your Bild contact. The document's status updates automatically.

In the portal your work saves automatically as you go, so you can stop and come back. In the public invest flow, finish each document in one sitting (nothing is stored on a shared screen).

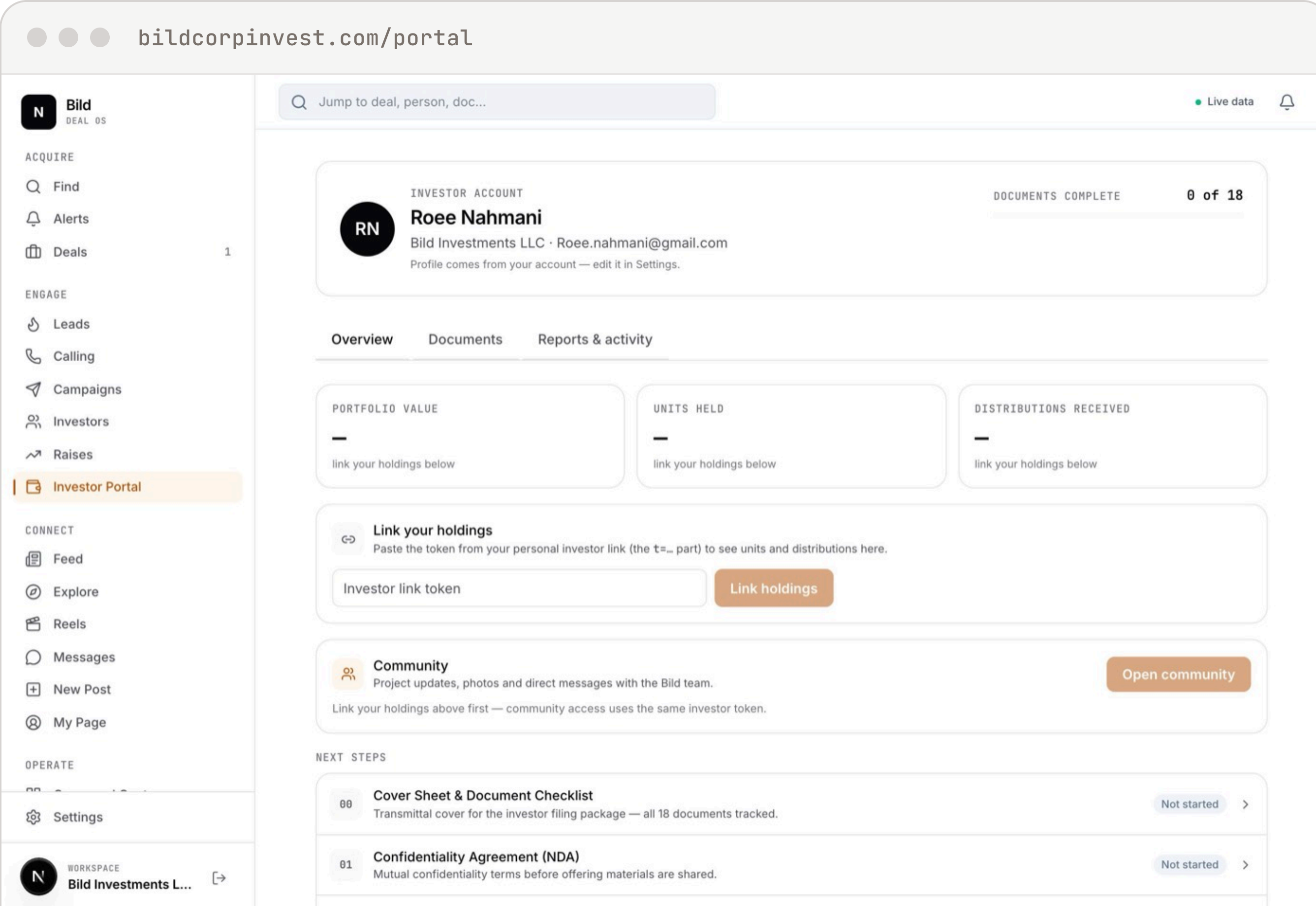
The full package — 18 documents

Once your account is active, your portal holds the complete package, grouped into six sections:

- **Getting started** — Cover Sheet & Checklist, Confidentiality Agreement (NDA), Investor Intake Form
- **Verification** — KYC / AML, Accredited Investor Questionnaire
- **Offering documents** — Term Sheet, Private Placement Memorandum (PPM), Risk Factors, LLC Operating Agreement
- **Subscription & funding** — Subscription Agreement, Signature Page, Promissory Note, Wire / ACH Instructions
- **Compliance guides** — SEC Form D guide, State "Blue Sky" filing guide
- **Notices & tax** — Capital Call Notice, Distribution Statement, W-9 & K-1 links

13 Your Investor Portal

Your portal is where you track your position and manage documents. It has three tabs.



INVESTOR PORTAL Track holdings and manage documents from three tabs. The top shows your portfolio value, units, and distributions; a live *0 of 18* tracker keeps your paperwork in order.

Link your holdings (one time)

1. On the **Overview** tab, find the holdings card and paste the personal link token Bild gave you, then tap **Link holdings**.
2. Once linked, your portfolio value, units held, and distributions received appear at the top.

The three tabs

Overview — your key numbers, a "next steps" list of any documents left to complete, and an **Open community** shortcut.

Documents — your full package with a live status pill on each (Not started · In progress · Completed · Sent). Tap any row to fill and sign it.

Reports & activity — a record of every document you've downloaded or sent, each re-downloadable, plus your **Distributions** history (date, units, method, amount).

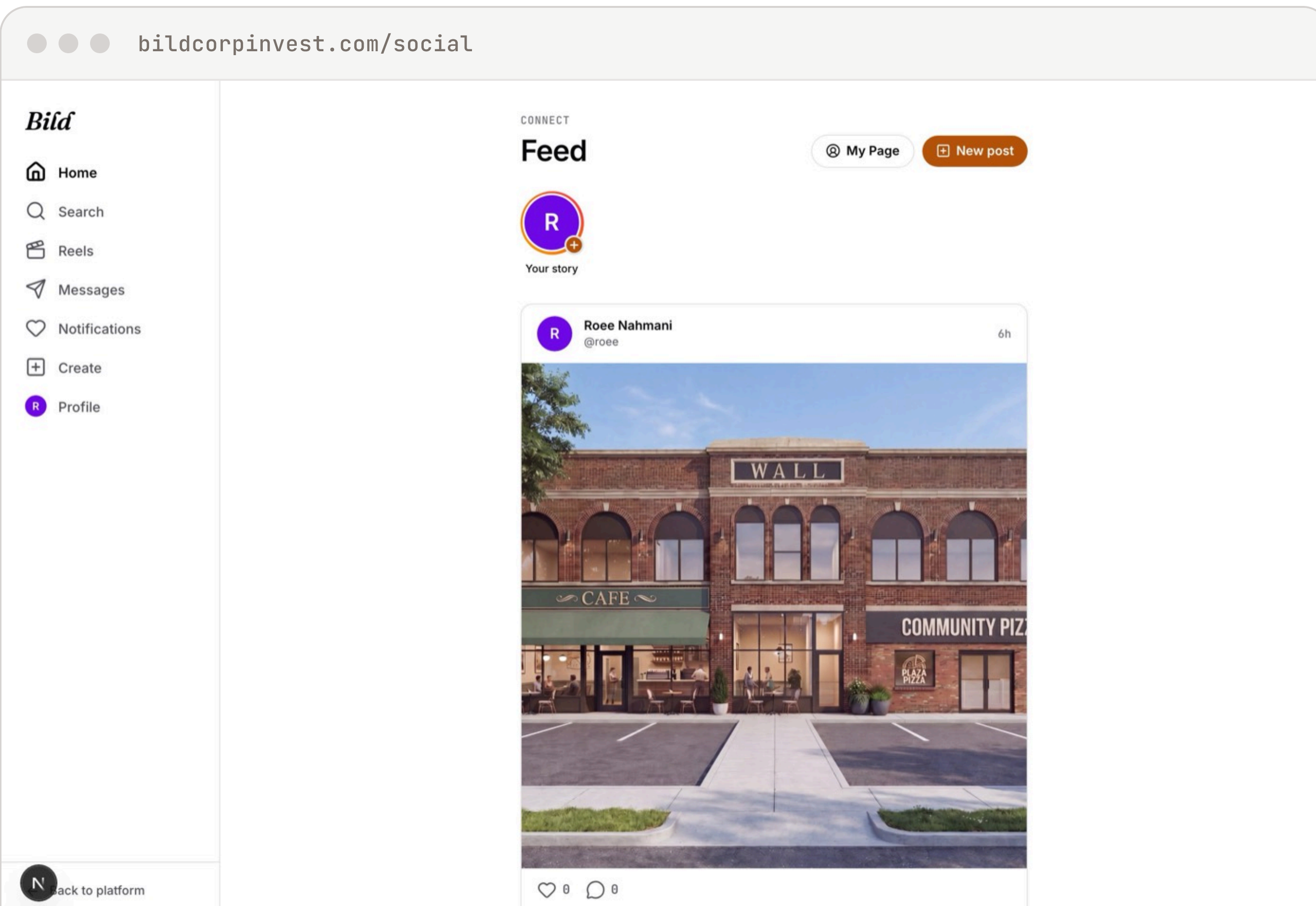
For the full picture — every position, its units, cost basis, any resale-lockup date, and payouts — open `view full holdings`.

FOR EVERYONE

The Bild community app

An Instagram-style space to post deals, share updates, and message each other — for investors and team alike. Find it under `Connect`, or its own tabs at the bottom of the phone app.

14 Posting, stories, reels & messages



COMMUNITY The Instagram-style community — stories along the top, posts in the middle, and a side rail for Search, Reels, Messages, Create, and your Profile. `NEW POST` is top-right.

Share a post

1. Tap **New post** (or the **+ Create** tab). Choose **Photo(s)**, **Video**, or **Reel**.
2. Pick your media, add a caption, and tap **Share**.

Add a story

At the top of the **Feed**, tap **Your story** → choose a photo or short clip → **Share to story**. Stories disappear after 24 hours. Tap anyone's ring to watch theirs.

Reels, following & messages

Reels — open the **Reels** tab and scroll the full-screen video feed; tap the speaker to unmute, the heart to like.

Follow — on anyone's profile or in **Explore**, tap **Follow**.

Messages — tap the paper-plane icon, then **New message**, search a person, and start chatting. Type a message and press send.

Your profile — open **My Page** → **Edit profile** to set your photo, name, handle, and bio.

? FAQ & troubleshooting

The "Add to Home Screen" option isn't showing on my iPhone.

My AI caller isn't calling anyone.

A seller asked for a call-back but never got one.

I'm not getting WhatsApp hot-lead alerts.

Owner name or mailing address is blank on a campaign.

Which website address should I use?