

An aerial photograph of Tokyo Station, a historic red-brick building with multiple domes and arched windows. The station is surrounded by modern skyscrapers and a large plaza with many people. The sky is blue with some clouds. The text 'VALUE SV' is overlaid in large white letters on the right side of the image.

# VALUE SV

*Revolutionizing Property  
Valuation in Emerging  
Markets.*

August 2025



# The Valuation Problem in Emerging Markets.

Emerging Markets such as El Salvador are an investment and diversification opportunity. However, property valuation is usually inefficient, opaque, and structurally broken.



**Buyers**, who are flying blind.  
**Sellers**, who struggle to price fairly or attract buyers.

**Government**, who loses tax revenue and regulatory visibility.

**Lenders**, who deal with fraud risk and collateral uncertainty.

## Our Solution

We're solving a **data infrastructure problem** first in El Salvador, and then in all emerging markets.

*To build a map with land valuations of the entire country of El Salvador.*

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**Post-violence economic boom at El Salvador.**

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**Regulatory and institutional vacuum:** The absence of MLS or a regulated brokerage system is a pain point — but also an opportunity.

## Why Now?

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**Alignment with government objectives:** Digitalization is gaining momentum in El Salvador's government. An AVM doesn't just serve the private market — it supports *fiscal policy, anti-corruption, housing affordability, and digital transformation* agendas.

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**First-mover expansion into “post-stabilization” LatAm:** As other countries in the region stabilize (e.g., Honduras, Guatemala, Ecuador), they will face the same problems El Salvador has today. We can scale *a model built for post-crisis growth* — where property demand is booming but institutions are still catching up.

## A Valuable Market

The overall proptech market in Latin America had a market size of \$1.4 billion in 2022 (*Horizon Grand View Research, 2023*).

Estimates for the market size of Traditional Real Estate Appraisal in Latam range from \$300 million to \$1 billion USD (*Data Horizon Research, 2024*).

# Our Value Proposition

**Value SV** is building a land value map of the entire country of El Salvador:

- We aim to replace subjective, slow, and opaque appraisals with accurate, instant, and auditable valuations. Starting with real estate, our platform will later expand across Latin America.

**We are:**

- **A public-private data partner,**
- **A fiscal transparency tool,** and
- **A valuation-as-a-service platform.**

Our Value-  
first  
Competitive  
Advantage:

Partnership proposal with  
National Registry Center.

Win-win model:

- We gain access to verified legal data.
- They gain tools to detect fraud, ensure transparency.

# Our Business Model: Valuation-as-a-Service (VaaS)

## Pricing

- Charge on-demand or via API subscription for access to the valuation model.

## Customers:

- Real estate brokers → Want fast, objective pricing for listings.
- Banks & lenders → Need property valuation for mortgages and risk analysis.
- Lawyers/notaries → Who need pricing info for inheritance, divorce, etc.
- Insurance companies → For setting premiums on property insurance.

## Revenue:

- Per-report pricing.
- API access tiered plans for platforms.
- White-label our valuation tool to lenders and real estate companies.



## Where We Are Today

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We have identified a critical gap in the property valuation process.

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We've conducted user interviews with real estate professionals and stakeholders to validate the problem.

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Currently seeking early funding or support to move toward a proof of concept.