

From the LLC to the *Principal*.

Every CRE professional faces the same wall. The deed says ABC Holdings LLC, care of a registered agent. That is not who decides. Meerkat resolves the entity to the actual principal behind the property, and maps the warm path from your network to the person who signs the term sheet. Cold outreach becomes a warm introduction through someone they already trust.

WHAT YOU GET ON DAY ONE

The principal behind every property, and the warm path from your network to them.

500M

Profiles in the graph, with
50 to 200 verified
relationship edges each

3B+

Property attributes, with
ownership resolved past
the LLC to the principal

5

Signal types resolved at
the person level: career,
education, board,
neighbor, household

1

Endpoint into Salesforce,
HubSpot, Apto, and your
CRM stack

In commercial real estate, every other vendor sells you the property. The next decade belongs to the platforms that resolve the people behind it and the warm path to reach them.

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What's *inside*.

A short read on what changes when every property in your market becomes a person you can actually reach through someone you both know. Written for brokers, principals, and capital markets teams sourcing deals and raising capital.

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Relationships are the most powerful force in business and in life. They are also the one force software could never see. Meerkat builds the layer that lets it, so any broker, any operator, any capital allocator gets the warm path it already has.

Ralph Schonenbach · Founder & CEO, Meerkat

The deed names the LLC. *The LLC does not pick up.*

CRE runs on relationships, but the data is built around assets. CoreLogic shows the property. ATTOM shows the parcel. The deed shows a holding company at a registered-agent address. None of it surfaces the human who decides whether to sell, refinance, or write the check, or the person in your network who can introduce you to them.

Your CRM has properties, deals, and the relationships you have already built. What it does not show is who actually owns the building three blocks away, and who in your network can open the door. That intelligence lives across a dozen vendors who each see one slice, and the broker who closes ahead of you pays for all of them and still dials a stranger.

Owner data dies at the LLC

Pull a deed and you get a holding company. Pull that and you get another, and a registered agent in Delaware. The principal's name, mobile, and the person who could introduce you all live somewhere else. Most teams give up at the second LLC.

The introduction is invisible

Even with a name, a cold call from a stranger rarely lands. The principal who would take the meeting because a mutual investor or board colleague asked is exactly the path no CRE tool surfaces.

Capital outreach repeats itself

A capital markets team pitches the same fifty family offices every fund. The other prospects with a warm path through your existing investors stay unreachable, because nobody has mapped who in your firm can make the introduction.

The people behind a property, and the warm path to reach them, have always been there, invisible to every asset tool. Meerkat resolves the principal and maps the introduction.

Ralph Schonenbach · Founder & CEO, Meerkat

Five signals. *One graph.*

Every property resolves to a principal, and every principal sits on a graph of five relationship types. Meerkat pierces the entity to the person, then ranks the warm paths from your team and your investors to that principal, so every outreach opens with an introduction, not a cold call to a P.O. box.

CAREER · WORKED TOGETHER

Same employer, overlapping tenure.

Verified employment history matched at the person level, tying principals to entities, sponsors, and the firms they have worked alongside.

EDUCATION · SAME SCHOOL

Same cohort, same lab, same advisor.

School, program, year, lab, advisor. The alumni and classmate ties that open a conversation with a principal or an LP.

BOARD · SAME ROOM

Same table, same vote.

Corporate boards, advisory councils, and investment committees joined to the individual. The shared seat that turns a cold owner into a warm introduction.

NEIGHBOR · SAME BLOCK

Same street, same building.

Parcel-level property and ownership records across all 50 states, resolved past the LLC to the principal, with deeds, valuations, and transactions tied to the entity that holds them.

HOUSEHOLD · SAME ADDRESS

Who shares the address today.

The adults who currently live at the same address, from verified consumer files. The co-resident who is also a prospect, the second name behind the front door. Adults only, current residence. Meerkat does not map family structure.

THE PATH · ANY DEPTH

Five signals become one queryable graph. Ask for the warm paths between any two people, across any combination of the five edges above, ranked by strength and freshness. The path is not a sixth signal. It is what the five become when you connect them.

Property and ownership resolution, only Meerkat joins to the people layer, so the entity becomes a principal and the principal becomes a warm path. One endpoint, one view, the owner behind every asset and the introduction to reach them.

The deal you missed because *you could not reach the owner.*

The same market. The same map of buildings. Run on a property database, or run on the graph. The difference is between knowing what is there and knowing who decides, plus the person in your network who can introduce you.

Off-market sourcing · from the LLC on the deed to a warm intro.

THE REALITY

You are tracking a 200-unit asset in your target submarket. The deed says Maple Holdings LLC, owned by another LLC, registered agent in Delaware. Two associates spend a week on the chase. You finally get a name, the number is wrong, and by the time you reach him the property is in escrow with a competitor.

WITH MEERKAT

One call returns the entity-to-principal resolution, the principal's verified contact, his other holdings in the region, and the warm path through one of your existing investors who sat on a board with him. The pitch lands the same afternoon, warm, through someone he trusts.

→ One afternoon and a warm introduction, instead of a week of skip-tracing and a lost deal.

Capital raise · the LPs your team did not know it could reach.

THE REALITY

Your firm is raising for the next fund. The capital markets team pitches the same fifty family offices every cycle, and half are saturated. The other qualified allocators in your region stay invisible, because nobody has mapped who in your firm and your investor base can introduce you to them.

WITH MEERKAT

The graph maps every connection of every partner, investor, and sponsor in your network. You see the allocators in your firm's extended network with prior CRE positions and a clear warm path, and exactly who can make each introduction. The pipeline fills with qualified meetings.

→ Warm-path introductions to qualified LPs, instead of cold pitches to the same saturated names.

1 day

to resolve the principal behind any LLC, with verified contact and a warm path

200+

warm paths per principal and per investor, mapped from your own network

15-25%

warm-introduction conversion versus about 2% on cold outreach

Plugs into the tools *you already run.*

Meerkat is not another platform for your team to learn. It is the relationship graph beneath the CRM and property tools they already live in, resolving owners to principals and surfacing the warm path through your network, in place.

BEFORE MEERKAT		WITH MEERKAT
Ownership stops at the LLC on the deed	→	Entity resolved to the principal in one call
Skip-tracing takes a week of associate time	→	Verified contact for the principal surfaced instantly
Cold outreach to owners who never reply	→	Warm introductions through your firm and existing investors
LP outreach hits the same fifty names	→	A qualified LP universe with warm paths mapped
Warm paths live only in a partner's memory	→	The full referral graph, ranked and queryable
AI assistants see one record at a time	→	Your agent sees the graph, through MCP

CRE CRM & SALES

Apto · Buildout · ClientLook · REthink · Salesforce · HubSpot · Pipedrive

COMMUNICATION

Outlook · Gmail · Slack · Microsoft Teams · LinkedIn

PROPERTY & MARKET DATA

CoStar · CoreLogic · ATTOM · Reonomy · Real Capital Analytics

AI SURFACES · VIA MCP

Claude · ChatGPT · Gemini · Custom agents and assistants

Connect once. Every tool your team already runs becomes a Meerkat surface. The broker opens Apto and the owner record is already resolved to the principal, with the warm path through your network attached. The capital markets lead asks Claude which LPs in the firm's extended network can introduce the team to a target sponsor. The answer arrives in a sentence, not a research project.

A pilot on *your target market*.

The fastest way to see what the graph does is to point it at a market you already know. Send us a submarket, an asset class, or a target list. We send back the principals behind the properties and the warm paths from your network to each.

STEP 01

Send us a target list.

A submarket, an asset class, or a list of properties you are tracking. We can also start with your existing investor file or a target LP universe.

STEP 02

We resolve the people.

Within days the list comes back with entity-to-principal resolution, verified contact, and the warm paths from your team and investors to every name.

STEP 03

You see the lift.

Open every conversation with a name, a number, and an introducer. Surface the LPs hiding in your extended network and exactly who can reach them.

- No multi-year contract. Pilot first, scale when the lift is clear.
- Your data stays yours. We enrich it. We do not resell it.
- Connectors live for the major stacks. Custom integrations on request.
- Built for boutique brokerages, national platforms, sponsors, and capital markets teams alike.

FROM NAMES TO NETWORKS

Every property is a principal.
Now reach them *warm*.

Tell us about your market. We will show you the people behind it, and the path to each.

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