

From the LLC to the *Principal*.

Every CRE professional hits the same wall. The deed says ABC Holdings LLC, care of a registered agent. That is not who decides. Meerkat connects the entity to the people behind the property, and shows 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

Your firm mapped from its name alone. Nothing to send us to start.

625M

people in the graph

1.85B

connections, each backed by a dated record

5

kinds of connection: worked together, same board, recommended by name, same street, same household

15–25%

of prospects take a warm introduction, against about 2% who reply to a cold email

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

Mary Shea, PhD · Co-Founder & CGO · former Forrester Principal Analyst

What's *inside*.

A short read on what changes when every property in your market becomes a person you can 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. The intelligence to understand them has always been there, scattered and out of reach. Meerkat brings it together, so every firm can see the relationships it already has and put them to work.

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. Property databases show the parcel. The deed shows a holding company at a registered-agent address. None of it shows the person who decides whether to sell, refinance, or write the check, or the person in your network who can introduce you.

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.

Owner data stops at the LLC

Pull a deed and you get a holding company. Pull that and you get another, and a registered agent in Delaware. Most teams give up at the second LLC.

The introduction is hidden

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

Capital outreach repeats itself

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

The people behind a property, and the warm path to reach them, have always been there, hidden from every asset tool. Meerkat connects the property to the principal and shows the introduction.

Ralph Schonenbach · Founder & CEO, Meerkat

Five kinds of connection. *Every path shows its evidence.*

Every connection Meerkat shows comes from a dated record, so you can see why two people know each other before you ask for the introduction. Paths are ranked by strength, strongest first.

WORKED TOGETHER

Both at Deloitte, 2014 to 2018

Twenty years of dated employment history, matched to the person across name and role changes. Principals tied to the sponsors and firms they have worked alongside.

SAME BOARD

Same board since 2019

Corporate boards, advisory councils and investment committees, with dates. The shared seat that turns a cold owner into a warm introduction.

RECOMMENDED BY NAME

Written recommendation on file

Public profile recommendations, where one person has vouched for another by name. The strongest signal that an introduction will be welcome.

SAME STREET

Same street in Winnetka, eight years

Licensed deed and assessor records in the United States. The neighbor who can introduce you to the owner.

SAME HOUSEHOLD

Same home address

Adults who currently share an address, from household and address records. Adults only, current residence. Meerkat does not map family structure.

OWNER BEHIND THE LLC

From the entity to the person.

Licensed deed and assessor records, updated daily by the provider, connect a holding company to the people behind it, then to the warm path from your network.

Public records and licensed data. Nothing scraped, nothing pooled. Nobody else offers careers, boards, deeds and households together.

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

The same market, run two ways. 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 introduction

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. By the time you reach the owner, the property is in escrow with a competitor.

WITH MEERKAT

Meerkat connects the entity to the principal, shows his other holdings in the region, and shows the warm path through one of your existing investors who sat on a board with him. The pitch lands the same afternoon, through someone he trusts.

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

Capital raise · the investors 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 allocators in your region stay out of reach.

WITH MEERKAT

Meerkat maps every connection of every partner and investor in your network. You see the allocators in your firm's extended network with a clear warm path, and exactly who can make each introduction.

→ Warm introductions to qualified investors, instead of cold pitches to the same saturated names.

ILLUSTRATIVE EXAMPLES

2%

reply to a cold email

15–25%

take a warm introduction

1

introduction, through someone the owner already trusts

Answers where *you already work.*

Meerkat is not another platform for your team to learn. Ask who owns a property and who can introduce you in Claude, ChatGPT or Gemini, or see it alongside your CRM. No new app to open.

BEFORE MEERKAT		WITH MEERKAT
Ownership stops at the LLC on the deed	→	The entity connected to the people behind it
Skip-tracing takes a week of associate time	→	The principal and the path to him in one question
Cold outreach to owners who never reply	→	Warm introductions through your firm and existing investors
Investor outreach hits the same fifty names	→	A wider set of allocators, each with a warm path
Warm paths live only in a partner's memory	→	Every connection mapped, with how they know each other
AI assistants see one record at a time	→	Ask Claude who can introduce you, and get the path back
AI ASSISTANTS	CRM	YOUR OWN DATA
Claude · ChatGPT · Gemini	Salesforce · HubSpot	Add your target list or investor file at no cost. It stays in your firm's own workspace.

The capital markets lead asks Claude which investors in the firm's extended network can introduce the team to a target sponsor. The answer comes back in a sentence, with the path and the reason, not a research project.

Start with your firm. *Then add your targets.*

The fastest way to see what Meerkat does is to start with the relationships your firm already has. We map your firm from its name alone, before you send us anything.

STEP 01

We map your firm.

From your firm's name alone: your brokers and partners, their careers, boards and neighborhoods, and the people they can reach. No data from you, no NDA.

STEP 02

Add your targets.

When you are ready, load a submarket, an asset class, a list of properties you are tracking, or your investor file. Imports are free.

STEP 03

Open warm.

See the principal behind each property and the warm path from your team and investors to each one. Open every conversation with an introduction.

- One workspace per firm. Nothing you load is visible to anyone else.
- Public records and licensed data. Nothing scraped, nothing pooled.
- Any individual can ask to be removed, and stays removed on every refresh.
- Plans for individual brokers, teams and whole firms.

FROM NAMES TO NETWORKS

Every property has 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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