2021 MRI Technology Improvement Review

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December 14th, 2021

Exhibit R

Executive Summary:

2021 technical objectives were focused on building an email marketing engine/brokerage website digital infrastructure for the real estate brokerage firm. Success was defined as building a system that gives MRI a lower cost of marketing sale than any of our brokerage competitors that also can automatically report this competitive advantage to leadership. This project was a ground up build on a basic website hosting Unix box.

The years technology development was focused on three major pillars:

1. The development of an email marketing engine along with a sufficient email database to achieve critical email marketing mass.
2. The development of a public facing website MRI can be proud of to capitalize on the marketing dollars and drive sales production. (www.millennialbrokers.tech).
3. The ability to auto generate live email marketing data for the brokers so they can see how they are performing. In other words, an agent specific, real time auto-reporting dashboard and/or functionality.

All three objectives were completed. In 2021, ARIEA sent over 476K emails for the Firm and generated over 2580 unique website visits and impressions. At the $6000 invested in the platform, the company realized a cost per impression of $2.32/impression. Given these 2580 impressions are customer/client driven (the customer visited us) This represents a highly competitive cost of marketing sale advantage.

Further, the highest cost for the platform was realized during its initial build out. Now that the digital infrastructure is built and methods/procedures established the email engine is expected to scale rapidly. Planned scale up is to double the engine's capacity by the end of 2022. By then, MRI should have a lower cost of marketing sale than any other real estate brokerage in our markets. All driven through email which has been identified by the digital marketing industry as the single greatest digital medium to reach, attract, and retain customers and clients (ahead of social media, PPC ads, and YouTube content marketing.)

Further, residual incomes streams are beginning to take shape through outsourcing of the developed technology to related industries such as insurance. These income streams are expected to mature in 2022 into solid technology income streams for the Firm.

In summary, 2021 was a resounding success and all technology development objectives were accomplished.

Results and Data:

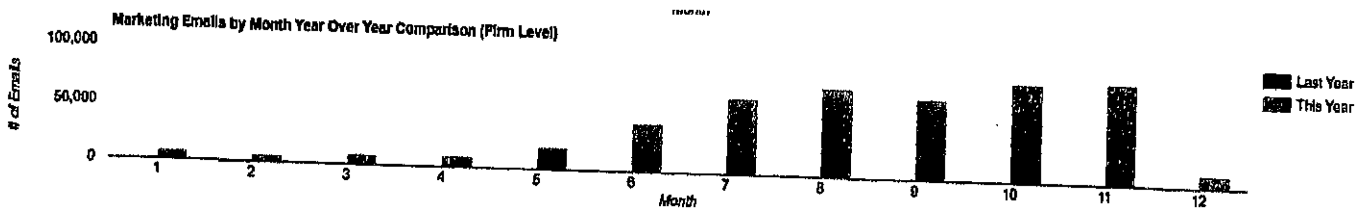

Fig. 1: Scale up of the email marketing engine. Graph was generated through MRIs online dashboard and is agent dependent. In other words, each agent sees their own scores in real time. The above line is the administrator firm level view.

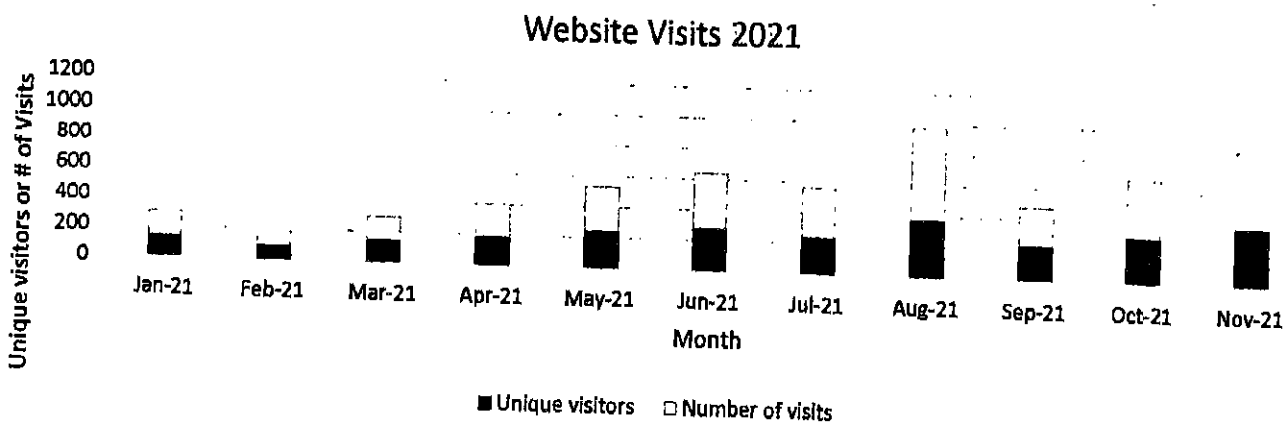

Fig. 2: Scale up of MRI website traffic over 2021. Notice website growth mirrors email engine scale up adjusted for the annual cycle of real estate sales.