

digs

Home Tourism. Just for fun.



A marketplace for short visits inside remarkable homes.

Step inside a remarkable home for 25 minutes.

Meet the owner. Walk the space. Ask questions. See how others live. Leave a little smarter.

Chicago · Launching soon

The Gap

People are already obsessed with homes.

- Millions browse Zillow and Redfin for fun.
- Apartment tours dominate social media.
- Home walks and show houses sell out.
- Celebrities admit they love looking at homes.

Not to buy. Just to look.

Millions already treat homes as entertainment.

**There is massive curiosity—
but nowhere physical for it to go.**





This Behavior Already Exists

People already show up to walk through private homes.

In 2023, global architectural open-house programs welcomed over **1.2 million visitors** — resulting in more than **1.8 million home and space visits**.

Across 60 major cities, people attend architectural open houses, show houses, and home walks purely to experience interiors, design, and how others live.

Digs doesn't invent this curiosity. It organizes it — into an on-demand, trusted, everyday platform.

Proof of Demand

People dig browsing homes online.

- 200M+ people visit Zillow every month
- 35% of Americans browse homes for fun
- Only a small fraction are actively buying

That's a massive, recurring behavior with no real-world outlet.

- Digs turns that behavior into something you can actually do.

1% conversion = massive recurring demand.





Why Now

Home curiosity is cultural.

And now the infrastructure exists to activate it.

Homes became content:

Social platforms, listings, and video normalized exploring private spaces.

Access replaced ownership:

People increasingly pay for short-term access to under-utilized homes and amenities.

Trust systems matured:

Identity, payments, insurance, and reviews make scheduled access viable.

Cities want micro-experiences:

Local, limited, culturally meaningful discovery is replacing mass tourism.

Digs formalizes an existing behavior — it doesn't create one.

Claim Your Home

Every home can already have a dormant Digs profile.

Owners search their address and instantly discover:

- What makes their home interesting
- Estimated monthly earnings from hosting short tours
- Current explorer demand / waitlist nearby
- Neighborhood curiosity trends
- Ability to claim and activate their listing in minutes

Digs grows from both sides.

Explorers request homes.

Owners claim homes.

A marketplace acquisition engine hidden inside the product.

*Supply doesn't need to be hunted one-by-one.
It can self-onboard.*



The Marketplace Feels Alive Before Launch

Digs launches with visible supply and visible demand - not a cold start, a warm handshake

Every Remarkable Home Pre-Indexed and Ready to Claim

1847 N. Dearborn St.

Gold Coast | 3BR Victorian Brownstone



Estimated Monthly Earnings:

\$540



14 local interest signals

People in your area have shown interest in homes like yours.



3 requests to visit

People in your area have shown interest in homes like yours.



Similar homes earning

\$400-\$900 / month

Claim Your Home →



Both sides see real demand and real supply from day one.

Powered by Real Signals.
Not Assumptions.

Demand insights come from website traffic, waitlists, sign tests, event attendees, social engagement, and neighborhood campaigns - aggregated and privacy safe.

Neighborhood Demand Visible From Day One

7

Homes Opening
This Month

340

Recent Neighborhood
Interest Signals

Explorer Interest by Neighborhood



Lincoln Park



340



Gold Coast



112



Oak Park



87



Lake Forest



52



28 people joined the waitlist this week

Be the first to know when homes open.

Join the Waitlist →



The Human Truth

Today, there are only two ways inside a home:

- Buy one
- Stay overnight

Both are heavy, expensive, and transactional.

There is no way to experience homes purely for curiosity, design, and inspiration.

That's the missing category.

The Insight

Homes are the last unshared cultural space.

We treat restaurants, museums, studios, and architecture as places to visit.

But not homes.

Yet homes are where taste, identity, and life are most visible.

Digs turns homes into a cultural experience layer - not inventory.



The Idea

Digs is a platform for home tourism.

Short, paid, respectful visits inside interesting private homes.



15–45 minutes
Host-present
Curated
Verified

No buying
No staying
Just stepping inside.





What It Feels Like

With Digs, people can:

- Step inside a loft, brownstone, condo, or historic home.
- Walk through thoughtfully designed spaces and experience how people actually live.
- Hear the story behind a renovation.
- Get inspired by how others live.

It's not a tour.

It's an invitation.

For Curators

A new, low-friction way to share a home.

- No overnight stays
- No cleaning turnover
- No loss of control
- Set your own rules, price, and schedule
- Host present, time-limited visits
- Passive income from a home you already love.

Digs attracts people who are proud of their spaces but would never host on Airbnb.



Host with a Purpose

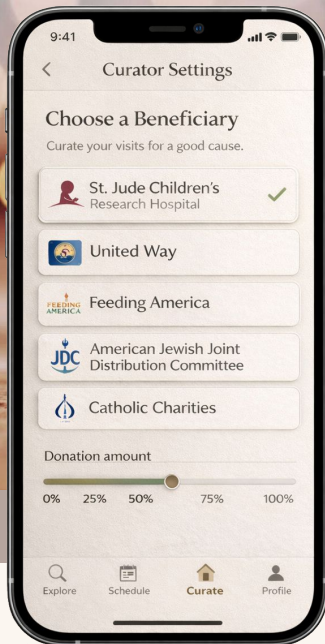
Curators can dedicate a portion of proceeds from visits to a cause they care about.

Give Guests a great Experience - and make it mean something

- Curator selects a charity per visit (or sets a default)
- Curator chooses % of proceeds (0-100%)
- Digs confirms donation + sends receipt/summary

Turn curiosity into impact

A tour can support a cause without changing the experience



For Visitors

A new way to explore a city.

- Discover remarkable homes
- Experience real interiors—not staged listings
- Meet the people behind the spaces
- Book calm, design-forward experiences

Digs isn't tourism.

It's cultural & architectural access.





How Digs Makes Money

The Unit

- Average visit price: \$40
- Platform fee: 25% = \$10 revenue per guest
- Typical tour: 6 guests = \$60 revenue per session

The Curator Math

- 3 tours per month → \$540 to curator
- Light commitment, pride + income
- No inventory build, no logistics

The City Flywheel

- 200 homes × 6 guests × 2 tours/mo = 2,400 visits
- \$24,000 monthly platform revenue

Path to \$1M ARR

Seed Ask

- \$500K Seed Raise
- Fuel up to 18-months runway

Key Milestones (12-18 Months)

- Launch in Chicago
- First 300 homes active
- Reach city-level profitability
- +150K Monthly Recurring Revenue

Revenue Ramp

- 10 paid tours/homes per month
- 25% take rate
- \$1M Run-Rate MRR based on 4,000 monthly visits

300 active homes → \$150k MRR → \$1M Annual Revenue Run-Rate





How Digs Scales

The Network Effect

- More homes → more reasons to browse
- More explorers → higher curator earnings
- Curation improves → demand rises

Margins by Design

- Digital product, low marginal cost
- No property management
- Revenue grows with density, not overhead

Expansion Playbook

- Chicago → 5 design-forward cities
- 200 → 2,000 → 20,000 homes
- Visits become routine weekend culture

Digs works because boundaries are built in.
Trust is not a feature. It's the product.

Hosting is Flexible by Design

Hosts can participate how they want - either fully guided or hands-off



Hosted Tour (Personalized)

- Curator leads the experience
- Storytelling + Q&A
- Highest Engagement

Why this works:

- Increases available tour slots per home
- Reduces host effort and burnout
- Maximizes content quality



Audio-Guided Tour (Scalable)

- Curator records narration once
- Guests explore at their own pace
- Highest Engagement

Why this works:

- Increases available tour slots per home
- Reduces host effort and burnout



Self-Guided Tour (Independent)

- No live narration
- Printed or QR-based guide
- Maximum scheduling flexibility

Why this works:

- Increases available tour slots per home
- Hands-off host effort and burnout

“Not every great home needs a tour guide — just a great story.”



Trust & Safety

Designed for respect, not volume.

- Government ID verification
- Address and identity confirmation
- Host approval and house rules
- Small groups only
- Time-limited visits
- Mutual reviews

Digs works because boundaries are built in.
Trust is not a feature. It's the product.

Trust & Safety

Designed for respect, not volume.

Verified Identity

- Government ID + selfie match
- Optional CLEAR integration
- No anonymous access

Two-Sided Reputation

- Curator & Visitor ratings
- Moderated reviews
- Behavior flags

Invitation Layers

- Public → Semi-Private → Private
- Address revealed after approval

Curator Control

- Group size limits
- Off-limits zones
- Pause anytime

Insurance Coverage

- Host protection
- Visitor liability
- Optional deposits





Curiosity without compromise. Safety is part of the experience.

Trust & Safety

So People Can Open Their Doors with Confidence

Secure Scheduling

- No walk-ups
- Verified check-in
- Time-boxed visits

Neighborhood Respect

- Parking guidance
- Noise caps
- Community standards

Screening Tools

- Background checks
- Block lists
- Repeat preferences

Digital Footprint

- In-app messaging
- visit logs
- photo permissions

Human Review

- First visits moderated
- support line • incident playbook

Cultural Proof

People already pay to walk through homes.

- Historic home walks
- Show houses
- Architecture tours
- Preservation showcases
- Thousands attend annually.
- Tickets \$40–\$75.
- Purely for appreciation.

Digs doesn't invent the behavior.
It formalizes and scales it.





Where Digs Fits

From utility to curiosity.

- Turo → use
- Airbnb/Vrbo → stay
- Experiences → do
- Atlas Obscura → discover
- Digs → see how people live

Most platforms optimize for use.
Digs optimizes for appreciation.

Business Model

How Digs makes Money

- **Platform fee: 25% per visit**

Marketplace-aligned take rate (Swimply / Cameo / Experiences range 20–30%).

- **Asset-light model**

No inventory, no leases, no build costs — revenue grows with participation.

- **Aligned incentives**

Curators earn from pride + access; Digs earns only when visits happen.

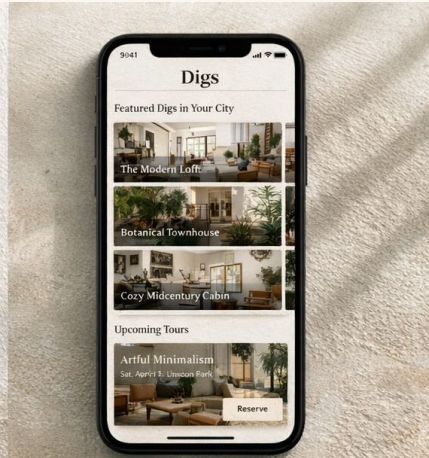
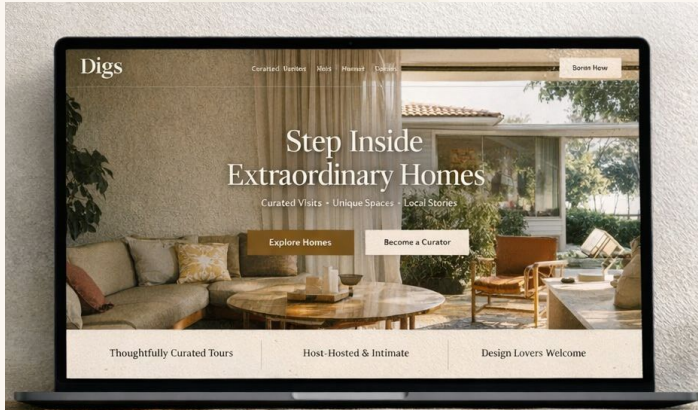
- **Simple value exchange**

Discover → book → visit → review → repeat.

Future expansion:

- Curated tiers
- Brand partnerships
- Architectural features
- Editorial + licensing





How Digs Becomes Big

Every City has homes:

- Supply grows with zero inventory
- Repeat curiosity
- Non-seasonal
- Cross-demographic
- Simply-validated behavior

Underutilized assets, activated locally.
Demand driven by access, not ownership.

Chicago First

Chicago is the ideal launch city.

- World-class architecture
- Deep design culture
- Diverse housing stock
- Strong home-walk tradition
- Lower saturation than NYC

We start invite-only.

We curate supply.

We define the culture.

We start neighborhood by neighborhood.





The Vision

To become the global platform for architectural access.

Thousands of remarkable homes.
Across major cities.
Creating a living archive of how people live.

Digs isn't about real estate.

It's about turning private space into shared culture.

This Doesn't Exist Yet

Digs is the only platform in the Private + Culture quadrant — not a rental utility, but a new category built on curiosity, identity, and design.

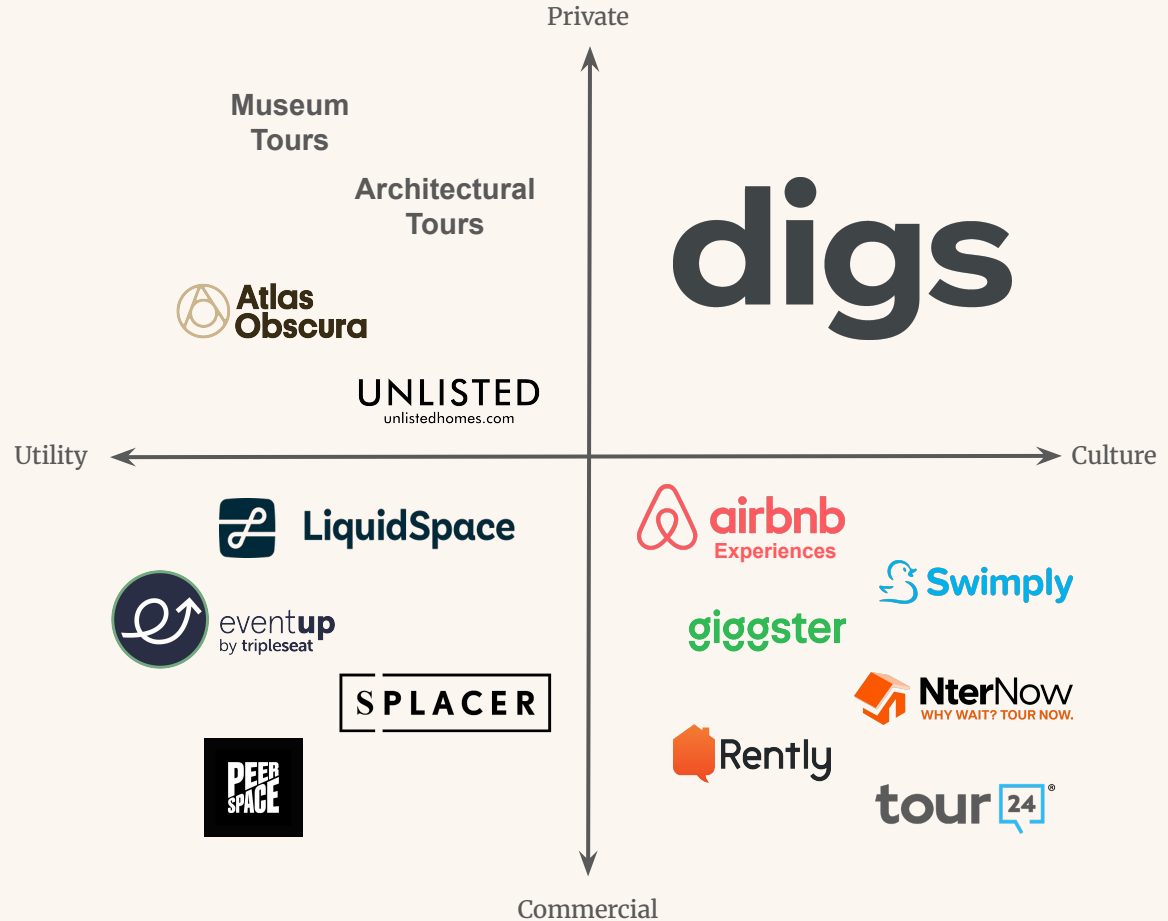
Everything else is:

- Spaces you rent
- Experiences you consume
- Utilities you book

Digs is something different:
homes you visit, with the people who shaped them.

We don't compete for nights, desks, or event hours.

We compete for attention, wonder, and inspiration





Chris McKinney


Founder, Digs


Homes are the most honest autobiography we own.
Digs turns that idea into an experience.

Creative roots → 16 years in real estate brokerage & development →
now building what I always wished existed.

Home tourism. Just for fun.

*“Together, Let’s create a new form of Tourism -
One Living Room at a Time.”*

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Onboarding Curators Fall 2026

digs

Home Tourism. Just for fun.



Curious to explore more about Digs?

The Curator Motivation

Why people choose to open their homes

Curators host on Digs because:

- They are proud of what they've created
- Their home is part of their creative identity
- They enjoy the process as much as the result
- They want their space to live beyond private life
- They are energized by sharing and exchanging ideas
- They value being curated, not listed
- They appreciate light monetization without hospitality burden
- They are curious about how others live too

Digs is not for every homeowner.

It is for people who already want to share what they've made.



The Explorer Motivation

Why people are drawn to visit:

- Curiosity about how others live is universal
- Homes reveal ideas you can't feel online
- Architecture and design are experienced, not consumed
- New spaces change how we see our own
- Meeting people through their environments feels human
- Cities hold remarkable places we rarely enter
- Access transforms ordinary streets into destinations
- A framed visit turns looking into meaning

**Digs is not about seeing houses.
It's about experiencing how people live.**



The Cultural Problem

Homes shape how we live.

But we rarely experience them beyond our own.

Our cities are full of remarkable private spaces whose stories disappear into ownership, renovation, and resale.

Curiosity about how others live has always existed.

What hasn't existed is a safe, respectful, cultural way to experience it.

Access today is either transactional, anonymous, or extractive.

Digs exists to create a new category of access —
one built on curation, trust, and human presence.

**Digs makes access to how people live a normal, safe,
and meaningful part of city life**

