Customer Segmentation Document

Purpose: To define our customer segmentations and document data associated with each.

* Brokerage Size
  + # of rentals
    - Small
    - Medium
    - Large
  + Average Rent
    - Below Average
    - Average
    - Above Average
  + # of Agents
    - Small – 1-30
    - Medium – 31-100
    - High – 101+
* Broker Clientele
  + Throughput (# of applications processed per month)
  + Monthly Rent Range
* Broker Listings Location
  + Borough
    - Manhattan
    - Brooklyn
    - Queens
    - Staten Island
    - Bronx
    - NYC Metro
    - North Jersey/Long Island
  + Specific Neighborhood within Borough
    - Manhattan
      * Upper East Side
      * Midtown
      * Upper West Side
      * Chelsea
      * East Village
      * Lower East Side
      * Midtown West
      * Gramercy
      * SoHo
      * NoHo
      * Greenwich Village
      * Flat Iron