Rentista is a mobile web portal built to improve the apartment rental application process in New York City. Rentista provides tenants and brokers with the ability to act with greater speed and coordination by providing a secure, consolidated location for all required leasing documents. Rentista solves the problem of tenant anguish resulting from late or incomplete application submission towards a desired new home, and supports lean brokerage operations.

Brokers manage a personalized profile of tenants (customers) and chart progress of apartment search milestones, allowing for better customer service and multiplied throughput. Currently, brokers struggle to deal with an unorganized mess of physical and digital documentation arriving from a number of sources. In the fast-paced, competitive NYC rental market, any delay can mean a missed leasing opportunity. Rentista incorporates innovative mobile and secure technology to disrupt the status quo of the NYC rental application process and enhance value for tenants and brokers.

NYU

Lehigh Startup Conference - November 3rd or 4th