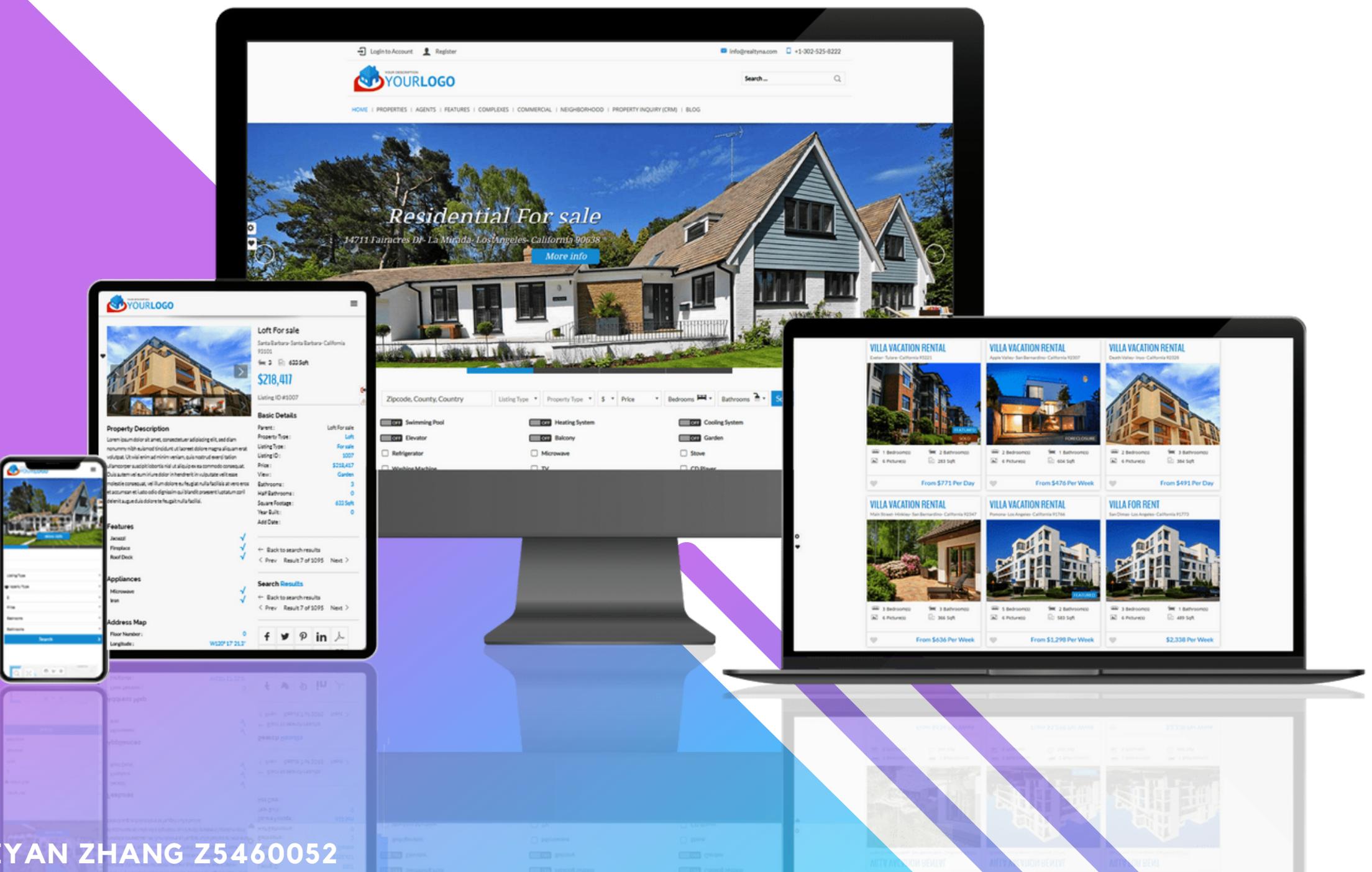


E A S Y E S T A T E S

ANN TIEU	z3460849
DHANRAJ	z5432282
HAN CHEN	z5373775
JACK NOLLAND	z5394897
SATRIO RAFFANI RAHARJO	z5467103
ZIYAN ZHANG	z5460052

Problem Statement



- Lack of comparison tool

There is no comparison tool on the real estate platform now

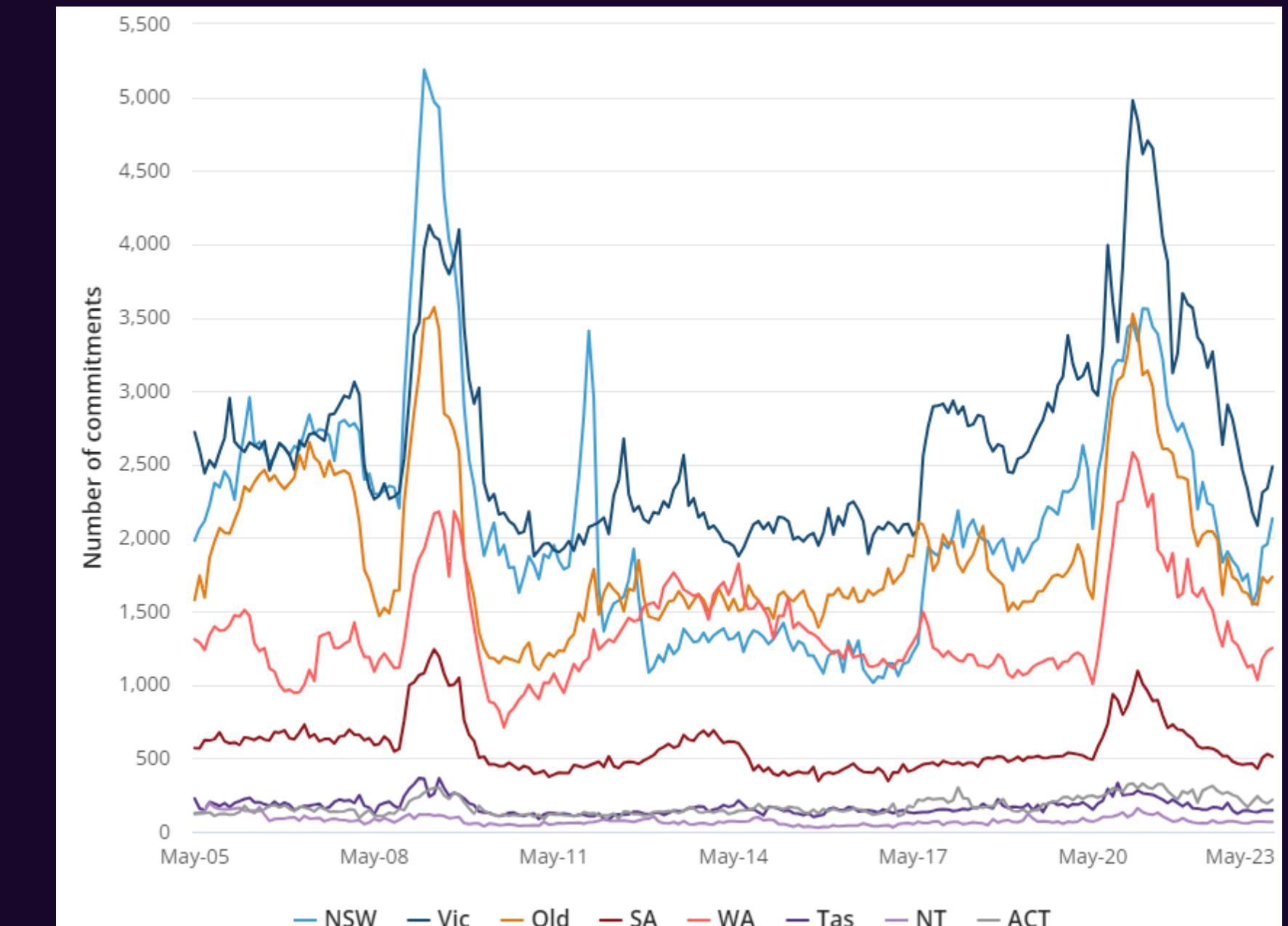
- Data accuracy

Some of the information on the real estate platform might not accurate



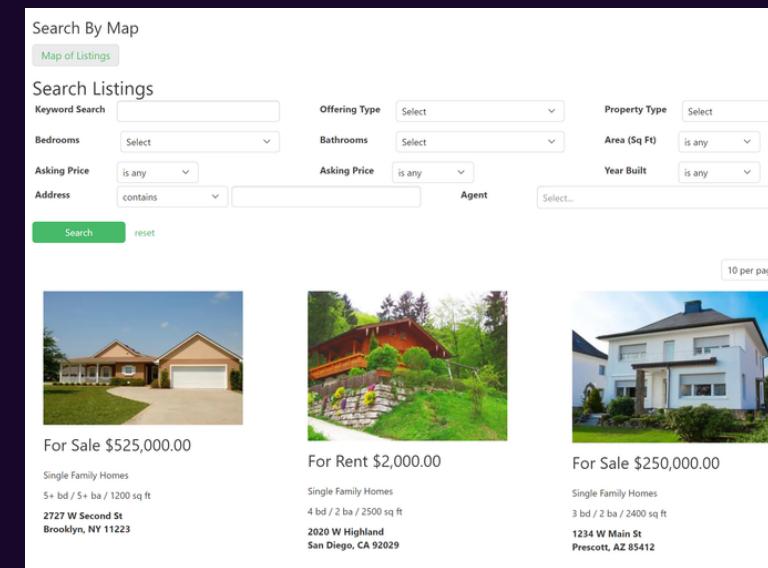
Market Size

- Residential property market \$9.8 trillion AUD
- Mean national dwelling price \$896,000 AUD
- New borrower home loan commitments \$24.86 billion AUD (May, 2023)
- New loan commitments increased 4.8% for owner occupiers (May, 2023)
- New loan commitments increased 4% for investors (May, 2023)



NEW LOAN COMMITMENTS TO OWNER OCCUPIER FIRST HOME BUYERS BY STATE (ABS, MAY 2023)

The Solution



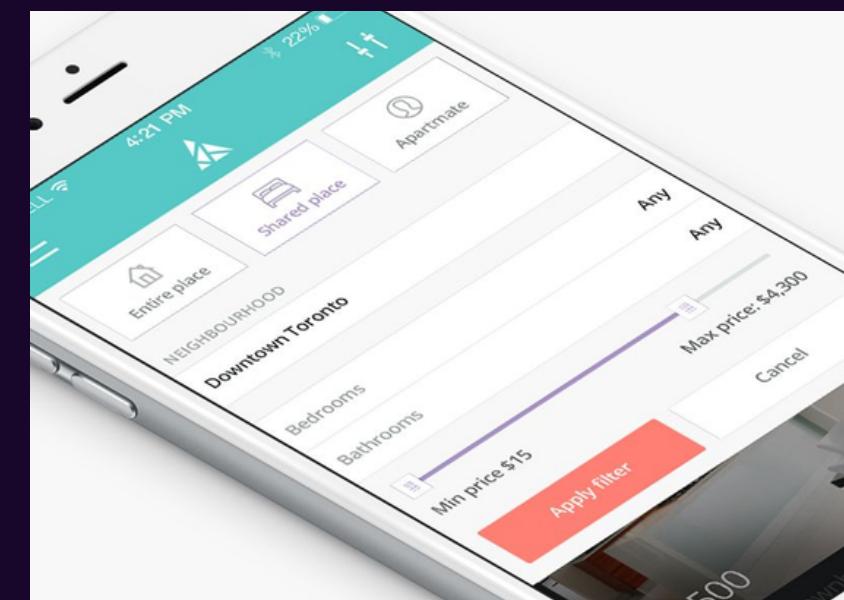
- PERSONALISED RECOMMENDATION SCORE

- COMPARISON TOOLS

Comparison Table			
Product Version	Standard	Deluxe	Pro
This is a sample text.	✓	✓	
Sample text	✓	✓	
This is a sample text.	✗	✓	
This is a sample text.	✗	✓	
Sample text	✗	✓	
Sample text	✗	✗	
This is a sample text.	✗	✗	
Sample text	✗	✗	
Sample text	✗	✗	

- EXCLUSIVE FEATURES

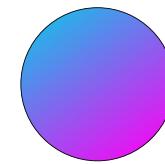
- ADVANCED FILTERS



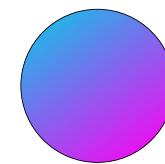
- CONVENIENT VALUE-ADDED SERVICES



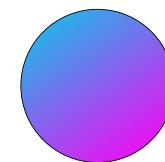
Advanced Comparison and Analytics Tools



Up to date data



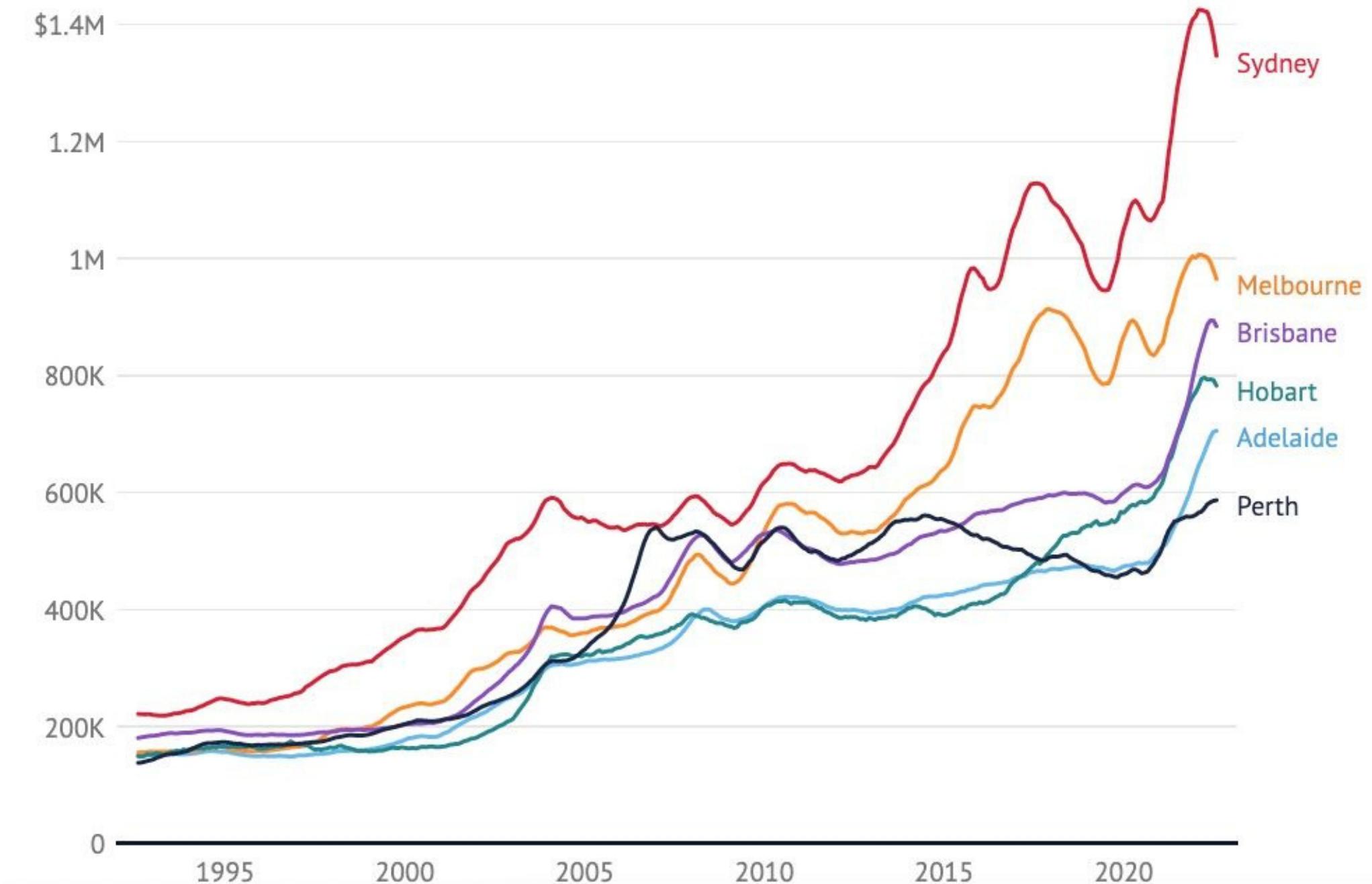
Machine learning algorithm



Superior analytic comparisons

House price growth over the past three decades

Median values by capital city





Select 10 aspects that are important to you *

selected of / 10

Tailored Search Filters

01

Search Filters that matter

02

Saying how much each filter matters to you

03

Filters to be added by user request

Location

<input type="checkbox"/> Distance to work <small>! more info</small>	<input type="checkbox"/> Distance to school <small>! more info</small>	<input type="checkbox"/> Distance to public transport <small>! more info</small>
<input type="checkbox"/> Travel time to CBD <small>! more info</small>	<input type="checkbox"/> Distance to beach <small>! more info</small>	<input type="checkbox"/> Property zoning type <small>! more info</small>

Living Environment

<input type="checkbox"/> Crime rate / suburb safety rating <small>! more info</small>	<input type="checkbox"/> Livability score <small>! more info</small>	<input type="checkbox"/> Noise level <small>! more info</small>
<input type="checkbox"/> Nearby amenities <small>! more info</small>	<input type="checkbox"/> Walkability score <small>! more info</small>	<input type="checkbox"/> Proximity to shopping centers <small>! more info</small>

Property Features

<input type="checkbox"/> Property area <small>! more info</small>	<input type="checkbox"/> Property age <small>! more info</small>	<input type="checkbox"/> Furniture ready <small>! more info</small>
<input type="checkbox"/> Property price <small>! more info</small>	<input type="checkbox"/> Average property growth <small>! more info</small>	<input type="checkbox"/> Future resale value <small>! more info</small>
<input type="checkbox"/> Average rental yield <small>! more info</small>		

Personalised Recommendation



One last Step! ☀️

Please rate the importance of each aspect you selected!

Average rental yield
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Distance to school
<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Nearby amenities
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Distance to work
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Travel time to CBD
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input checked="" type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Crime rate / suburb safety rating
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Noise level
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input checked="" type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Property zoning type
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input checked="" type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
Average property growth
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input checked="" type="checkbox"/> 10
Future resale value
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10

Score

Overall Score: 99
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 90
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 88
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 85
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 82
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 77
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 71
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 65
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 63
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 58
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 56
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Overall Score: 53
Match ✕ of your preference

1111 Waterloo, Sydney,
NW,2018 / AU\$ 1,437,782
Studio | 2 bed | 1 bath | 1 park | 145 m2 |
House for sale

Previous

Submit



Convenient Value-Added Services



Tradesmen



Property Inspectors



Support for sellers





Survey



Found and selected the property they purchased through personal research



selected filters that are not commonly offered by competitors that we will offer



Of property owners didn't hire a property inspector but would if they were to purchase another property





Survey continued



**Average score given for
property comparison
websites**



**Are looking at selling a
property in the near future**



**Are looking at buying a
property in the near future**



>>>

TARGET MARKET

Buyers



Sellers

Property buyers

**Making the process
simple and helping them
better make a well
informed decision**



Property sellers

Actively bringing genuine buyers to the table that are well informed and know what they want



Value Proposition

CUSTOM SEARCH FILTERS

Offering unique search parameters not offered by competitors



EASY COMPARISON

Side by side comparison of properties to allow buyers to easily and quickly compare homes like for like



PROPERTY SCORES

Easy to understand property scores based on what matters most to the buyer



Competitor Analysis

Buyer's perspective

	realestate.com.au	Property	Domain	EASYESTATES.COM.AU
REALESTATE.COM.AU				
PROPERTY.COM.AU				
DOMAIN.COM.AU				
EASYESTATES.COM.AU				
Find Home Loans/Broker Service	✓	✓	✓	✓
Suburb Market Research	✓	✓	✓	✓
Property Price Estimates	✓	✓	✓	✓
Find local Real Estate Agents	✓	✓	✓	✓

Competitor Analysis

Buyer's perspective

	realestate.com.au	Property	Domain	EASYESTATES.COM.AU
REALESTATE.COM.AU				
PROPERTY.COM.AU				
DOMAIN.COM.AU				
EASYESTATES.COM.AU				
Standard Search Filters	✓	✓	✓	✓
Custom Search Filters	✗	✗	✗	✓
Side by Side property comparison	✗	✗	✗	✓
Property Scores	✗	✗	✗	✓
Property lists specific to buyer preferences	✗	✗	✗	✓

Competitor Analysis

Seller's perspective

	realestate.com.au	Property	Domain	EASYESTATES.COM.AU
REALESTATE.COM.AU				
PROPERTY.COM.AU				
DOMAIN.COM.AU				
EASYESTATES.COM.AU				
Online Engagement	✓	✓	✓	✓
Listings shown to wide buyer pool	✓	✓	✗	✓
Engagement targeting likely buyers	✗	✗	✗	✓
Property Scores to improve desirability of property	✗	✗	✗	✓



Revenue Model

Trading Commision

Additional Service

Advertising

Package Selling

Subscription

Data

Revenue Model

	Agency/Owner	Thirdparty	Buyer
Trading commission	4%	-	-
Advertising	100 per 1000 impression	100 per 1000 impression	-
Package selling	50/ month for 10 lists 70/ month for 20 lists 98/ month for 10 lists	-	-
Additional service	Photography Property assessment Legal consultation	-	Legal consultation
Subscription	Boost their posts exposure		-
Data	Market report and analysis	Advising targeting service Data consulting service	-

Acquiring customers (Buyers)

- Use targeted ads
- Referral programs
- Search engine optimizations
- Potential partner with #finfluencers
- Collabs with Aus finance podcasts
- Engage with social media specialist



Acquiring customers (Seller)

- Attend real estate industry events
- Attend local community gatherings
- Join networking events to meet potential sellers face-to-face.
- See listings and email them about our app

Acquiring customers (3rd Party)

- Form partnerships with mortgage brokers
- Form partnerships with interior designers
- Form partnerships with home improvement companies



Retaining customers (Buyers)

- Tailor interactions based on customer preferences and behavior.
- Provide prompt and helpful customer support
- Having an active live chat, email, and phone, and also an easy-to-read FAQ
- Maintaining regular communication with customers via emails
- Give optional newsletters to users
- Enable push notifications in-app for new listings

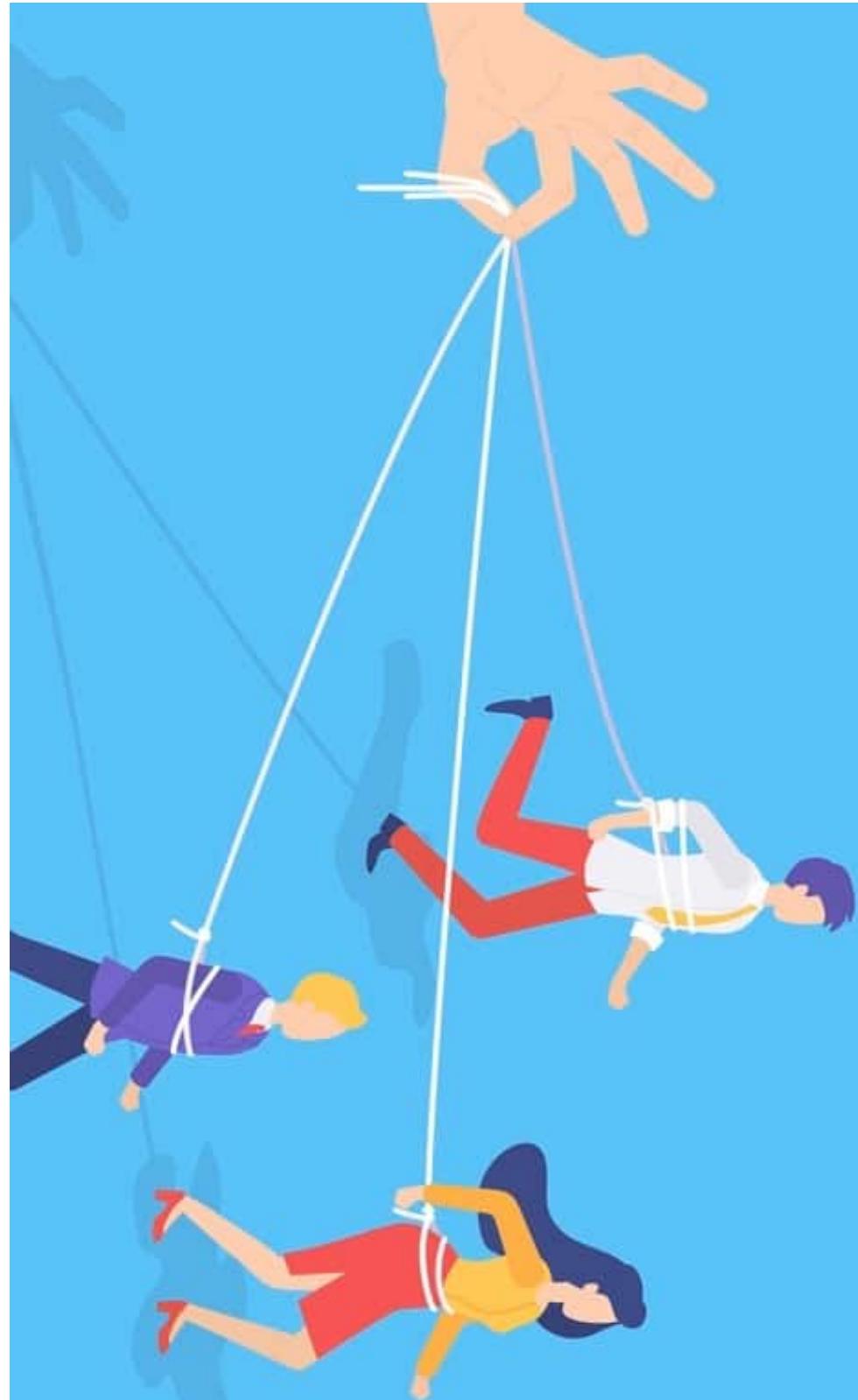


Retaining customers (Seller)

- Share news about market trends and relevant industry insights
- Keep engaging in online and offline communities, Going to events
- Answers questions on social media.
- Implement a loyalty program.
- Offer incentives and exclusive perks such as listing discounts

Retaining customers (3rd Party)

- Regular communication with partners
- Performance analytics and reports
- Have perks for our users when using 3rd party businesses
- Refer to 3rd party to our users



Financing

Category	Details	Estimated Cost (\$AUD)
Concept & Research	Market research	5000,00
	Competitor analysis	5000,00
	User research	5000,00
UI/Design	UI/UX Designers	20000,00
	Graphic Designers	20000,00
	Software	10000,00
Development	Developer	40000,00
	Software	10000,00

Category	Details	Estimated Cost (\$AUD)
Marketing	Google ads	30000,00
	Events	10000,00
	Managers	20000,00
	Influencers	10000,00
Testing & Deploy	Tester	20000,00
	Software	5000,00
Legal Licences	Registration	3500,00
	Legal Advisors	1500,00

Category	Details	Estimated Cost (\$AUD)
Accounting	Software	1000,00
Server & Database	AWS	15000,00
Operating	Office space and equipment	10000,00
	Customer support	30000,00
Miscellaneous	Training and Development	5000,00
	insurance	5000,00
Total Cost		281000,00

An aerial photograph of a residential area during autumn. The scene is filled with houses of various colors (blue, white, pink, yellow) surrounded by lawns and trees whose leaves are a mix of green, orange, and yellow. A winding road cuts through the neighborhood. The overall atmosphere is a vibrant, warm-toned urban landscape.

Thank you for listening

Easy estates