

# BruinShack Insights

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# PAIN POINTS

## 1. Lack of Affordable Options:

Data Insight: According to the National Low Income Housing Coalition (NLIHC), a worker earning the federal minimum wage of \$7.25/hour would need to work 97 hours a week to afford a modest one-bedroom apartment at the national fair market rent of \$1,162.

Relevance for Students: Students, particularly those in urban settings with high rental demand (e.g., Los Angeles), face a similar struggle with off-campus housing costs. In the LA area, the average rent for a one-bedroom apartment is around \$2,400/month making it difficult for students on a tight budget to find affordable accommodations.

Impact: As students often rely on part-time jobs or family support, the affordability gap can force them into high-cost, suboptimal housing arrangements (e.g., overcrowded apartments or distant locations with high commute costs).

## 2. Difficulty in Verifying Listings and Securing Leases Remotely:

A study from the National Apartment Association found that 45% of renters reported having difficulty finding reliable, verified housing listings. This is particularly relevant for students who may be searching for housing from a distance (before arriving at campus), without the ability to visit properties in person.

Relevance for Students: A lack of verified listings means students are more susceptible to scams or misleading information, such as non-existent apartments or exaggerated claims about amenities. Platforms like Craigslist have a reputation for unreliable listings, which could undermine trust in the process.

Impact: The difficulty in verifying listings often leads to delays in finding housing, stress around securing leases (especially if there is high competition for spots), and potential financial losses from untrustworthy landlords or upfront payments.

# BruinShack's Edge

## 1. Curated Listings for Students:

Students frequently prioritize housing that is convenient and safe, often near campus or public transportation. Research from *CollegeBoard* shows that 73% of college students prefer housing within a 15-minute commute to campus.

**BruinShack's Opportunity:** By curating listings specifically for students, BruinShack filters out irrelevant or unsuitable options. Emphasize listings that offer close proximity to campus, student-friendly amenities (e.g., study spaces, high-speed internet), and budget-friendly options that appeal directly to the needs of the student demographic. Tags on postings and search filters that take these into account will help BruinShack maintain their appeal.

## 2. Flexible Lease Terms:

A study shows that 62% of students need lease terms shorter than the standard 12-month contract, as they may not stay in the area during summer or prefer the flexibility of moving out between academic terms.

**BruinShack's Opportunity:** BruinShack can disclose lease options and flexibility, such as 6-9 month leases or the ability to sublet or extend leases during summer months. This flexibility would address a significant pain point for students who may not want to be locked into year-long contracts or struggle to find housing for shorter terms.

# Transformative Growth Opportunities for BruinShack

## 1. Verified Reviews and Listings:

- Research from the *Harvard Joint Center for Housing Studies* found that 85% of renters consider tenant reviews as a deciding factor when choosing a property. Furthermore, 68% of renters said they would not consider renting a place without online reviews.
- Add a feature for reviewing listings on BruinShack to increase students' trust in renting through the platform; this would make BruinShack more appealing for students as they are more likely to trust the opinions of their peers. Potentially, could collaborate with Bruinwalk as they have an apartment review feature but do not directly post listings or rental information.

## 2. Allow Landlords to Post Virtual 3D Housing Tours:

- Partner with landlords to provide 360-degree virtual walkthroughs to save students time and minimizing the need for physical visits, as done on other platforms like Apartments.com.
- Can be achieved by allocating a section on listings for embedded 3D Models [[Matterport](#) is a standard 3D Model format on major apartment search sites] and videos, giving landlords more options to showcase themselves.

## 3. Roommate Search & Matchmaking:

- Offer a roommate search service where students can connect with potential roommates before signing leases.
- Create an integrated matching feature to suggest roommate pairs based on similar preferences like study habits, cleanliness, budget, and hobbies.

# Comparing Listing Pricing Structures

## Zillow

1. Free for basic listing, with standard exposure
2. \$29.99 for a premium listing with enhanced visibility

## Apartments.com

1. Free for properties with 4 units or less, 21 days of visibility
2. Premium listings for varying prices

## CribWiz by Uloop

1. Apartment: \$250/month, unlimited leads & featured positioning
2. House: \$125/month, up to 10 leads & normal positioning

## Craigslist

1. \$5 listing in most locations, providing access to a large, local audience

## HotPads, Zumper

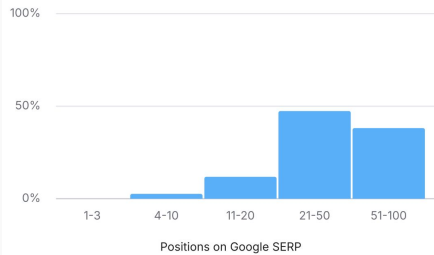
1. Free for basic listings
2. Premium options available at varied prices

# SEO Keyword Insights



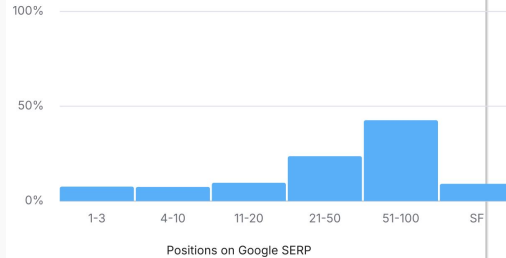
BruinShack

Organic Position Distribution



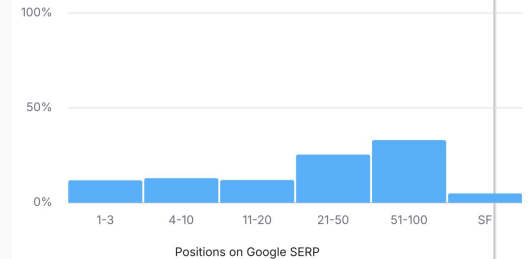
Apartments.com

Organic Position Distribution



Zillow

Organic Position Distribution



## Insights:

- Apartments.com and Zillow benefit from a few top positions, maintaining visibility even on competitive searches
- BruinShack's absence from top positions limits its visibility and hampers its ability to compete
- BruinShack should focus on SEO strategies to improve ranking and presence on the first page of search results

# SEO Keyword Insights



BruinShack



Apartments.com



Zillow

## Top Organic Keywords 228

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...
920 weyburn place	I	4	140	0.00	
11645 gorham ave ...	I	28	1.9K	0.00	
628-638 levering ave	I	14	320	0.00	
nms 1775 beloit	C	9	50	0.00	
beloit west co-living	I	10	70	0.62	

## Top Organic Keywords 9,417,897

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...
apartments	C N	1	1.5M	0.65	
apartments for rent ...	T	1	246K	0.79	
apartment	N	1	201K	0.65	
apartments.com	N	1	110K	1.20	
apartments for rent	C	2	550K	0.77	

## Top Organic Keywords 12,989,814

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...
zillow		N	1	20.4M	0.08
zillow		N	20.4M	0.08	
houses for rent near...	I T	1	301K	0.45	
houses for sale	T	1	301K	0.49	
houses for rent	I	1	246K	0.44	

### Insights:

- Apartments.com ranks for high-volume rental-related keywords, indicating strong focus on the rental market
- Zillow ranks highly for both rental and purchase-related keywords, with a focus on houses rather than apartments
- BruinShack ranks organically for specific addresses of apartment buildings near UCLA. This indicates limited visibility for broader keywords like “student apartments near UCLA”

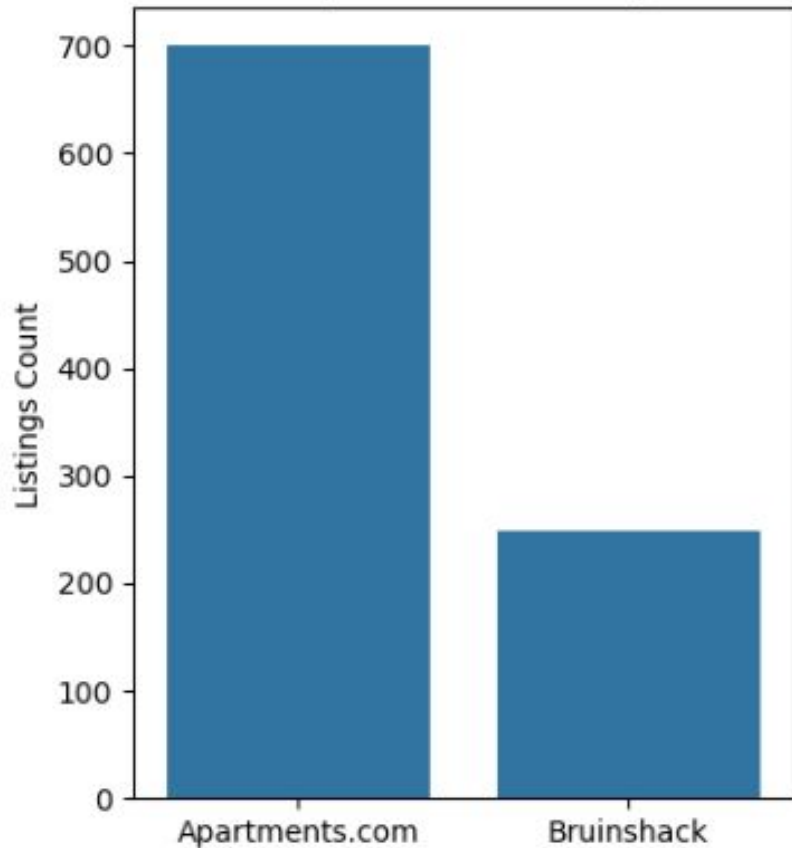
# Filter Strength

Filter features	BruinShack	Apartments.com	Zillow
Price Range	✓	✓	✓
Travel time	✓	✓	✓
Bed/Baths	x	✓	✓
Home Type	x	✓	✓
Housing Type	x	✓	✓
Pet Policy	x	✓	✓
Move-in Date	x	✓	✓
Amenities	x	✓	✓
Square Feet	x	✓	✓
Keyword	x	✓	✓
Lot Size	x	x	✓
Views	x	x	✓
Tours	x	x	✓
No of stories, basement	x	x	✓

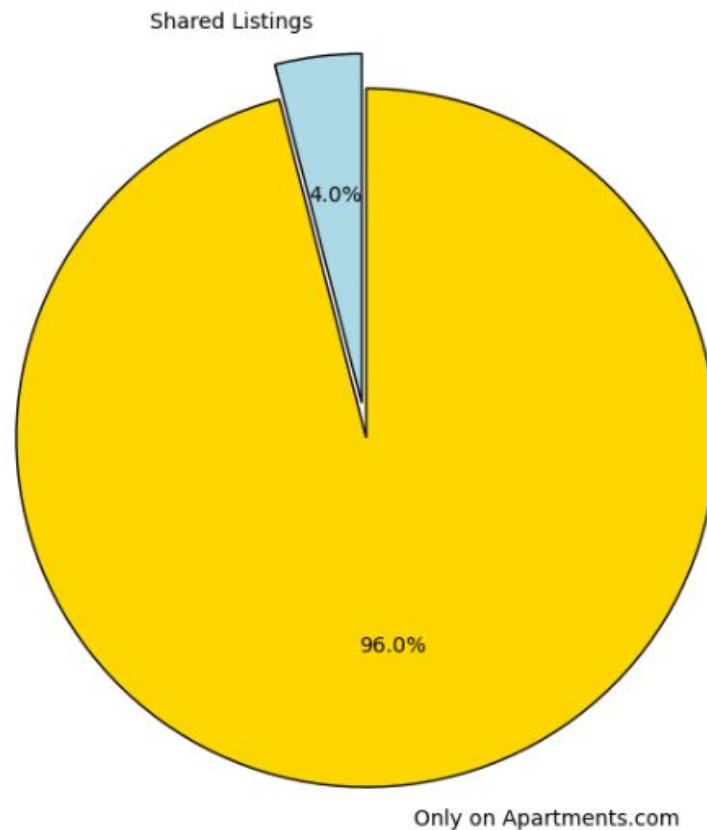


# Market Penetration

UCLA Apartment Count by Site



Shared Listings Between BruinShack & Apartments.com



# Competitor Analysis: Apts.com

Median Price per  
Bed Around UCLA  
via Apts.com

