Miete.inc

Miete.inc an traditional German apartment rental advisory and real estate agency service provider, has over 50 years of experience with providing advice for, and recommendations of unique apartment choices to, its customer base. The industry has over the last few years and especially, with the emergence of Covid-19, seen a sharp increase in demand for online rental and real estate service. Since Miete.inc is a traditional real estate agency, the provided service is primarily dependent on professional in person counseling from their own real estate agents and brand name.

With the current dynamics of the market and the industry and consumer trends, relying solely on brand name and market presence is no longer good enough to attract and retain customers, with an ever increasing demand for tailored and price friendly apartments, and low switching costs customers have started gaining more comfort in their choice of apartment to rent albeit it taking more time.

The board of directors of Miete. Inc see potential in leveraging some of their expertise in branding and market presence, to open an online service platform, where users can go in and find the top tailored matches for their needs. Miete. Inc has already established an online platform, to run parallel to their in-person physical service, to attract the newer generation of young customers , such as students who particularly roam around online. Currently Miete.Inc’s online offering of their service is very limited and rudimentary where users can see Miete.Inc’s catalogue of apartments and perform some simple filtering to view apartment options.

Miete. Inc have yet to reach their goal for their platform to allow users to go in and find the top tailored matches for their needs. The company has gathered some initial data of rented properties and established a new data science division aimed to facilitate data driven decision making process of what to the designing and functionalities of the online platform. Miete. Inc has hired us to provide initial guidelines and generate insights about their customer base to penetrate and retain customers across the country.