**Fuldaflats**

1. **Executive Summary**

The situation on the housing market has drastically changed in the last years. Especially in cities like Fulda with ever-expanding universities, the housing space for young people is running short. Fuldaflats.de is a company based in Fulda and aims to provide a web portal for students and young people who are searching for a nice and affordable place to live.

On our website we will bring together people who want to rent something out and people who want to rent. By enabling the former to place their offers with a wide variety of options to describe their accomodation, the later will be able to use the search features provided by our website to find exactly what they are looking for.

The site will offer the following options:

* Roomtypes: One/Multi room appartments, Shared rooms, Dorm rooms, etc.
* Rentaltypes: Between rental, Sublet, Couchsurfing while searching for an appartment, Party sleepover
* Locations: Distance from Fulda (limited to a maximum of 30Km) or specific district/village in/around Fulda
* Ratings: Rate landlords and rental services and search for the best rated ones(1 to 5 star rating)
* Tagging: Which nationalities are living in the place and what languages are spoken
* Accounts: Different accounts for landlords and normal users
* Communication: Make contact with an offerer
* Marks: Mark an offer you are interested in

Through these various options we will outrival our competition by having a very diverse offer on our website. Especially the „Tagging“-feature will be our unique selling point. Most of our competitors haven’t implemented a feature like this or it is not well done. By enabling people to see what nationalities are living in a place and what languages are spoken, it will make it easier for them to find roommates with either the same cultural background as their own or a different one to make new experiences, which will attract even more users to our site.

The website is free to use for anybody. The cost of running it will be covered by placing non-distracting advertisements on it.