

Competitors SWOT analysis

Competitors list:

- dom.ria
- flatfy.ua
- domik.ua
- OLX
- krysha.ua

dom.ria

Strengths:

- One of the best in appearance and functionality interface, which contains clear tags about the benefits of individual housing and the ability to add housing to favorites
- Very informative map with accommodation available for purchase / rent
- Photos of the apartment are taken on a 360-degree camera, which gives confidence that they will not be deceived
- The system uses algorithms to calculate the average price in the area where you are looking for housing
- Verification of property rights, verification of information on seizure of property or credit and verification of information from the seller

Threats:

- Yet fraudsters manage to cheat the system and inspect property
- Due to the large number of validations, the site is not a leader in the number of proposals

Weaknesses:

- Poor technical support and customer service, long chat wait times
- Information on the number of views of the apartment and the number of calls is not always up to date and the site does not have time to update it

Opportunities:

- Perform service employee training for fast and good quality support
- Simplify the inspection of housing to identify inconsistencies with what the owner wrote

flatfy.ua

Strengths:

- Artificial Intelligence engine which analyzes partner sites and publishes information about the ads placed there
- The best housing map among all competitors, which allows you to easily choose housing by its location
- The site constantly analyzes the sites of partners, which provides the most relevant information and options

Threats:

- The site works as an analyzer of ads of other sites, which allows you to develop only in the development of its partners
- Artificial intelligence does not always work correctly and often the site works very slowly

Weaknesses:

- Poor technical support and customer service, long chat wait times
- No verification of owners, which leads to a large number of fraudsters
- Understated price on the site of partners, is also displayed on the site of this service, which leads to inaccurate information

Opportunities:

- Perform service employee training for fast and good quality support
- Improving algorithms and artificial intelligence in the selection and verification of housing, as well as verification of owners

domik.ua

Strengths:

- A large number of types of houses: cottages, apartments, business premises, etc.
- The site has a forum and news, which is useful for both owners and customers

Threats:

- A huge number of fraudsters and moderators do not fight them
- Low level of trust in the reliability of the owners

Weaknesses:

- Poor technical support and customer service, long chat wait times
- Customers complain that forum and news moderators are terribly marketable
- Forum participants are banned for nothing

Opportunities:

- Perform service employee training for fast and good quality support
- Set up the forum and ratings correctly, because you can't block negative reviews because you want to

OLX

Strengths:

- One of the best in appearance and functionality interface, which contains the ability to add housing to favorites
- The largest number of proposals among all competitors

Threats:

- A huge number of fraudsters and moderators do not fight them
- Low level of trust in the reliability of the owners
- The platform is not fully developed for real estate, the standard set of filters and functionality are not enough for an extensive search

Weaknesses:

- Poor technical support and customer service, long chat wait times
- Bulletin board is not a full-fledged site for finding housing, competitors are far superior to this service, in addition, OLX does not receive anything from these ads

Opportunities:

- Perform service employee training for fast and good quality support
- Set up the forum and ratings correctly, because the existing rating system is very primitive and any owner can spoil it very simply and not objectively
- Make the real estate department as a separate service and configure it with the correct functionality
- Develop algorithms or artificial intelligence to combat fraud

krysha.ua

Strengths:

- AI engine which analyzes partner sites and publishes information about the ads placed there
- There is a dynamics of prices for certain areas where you are looking for housing

Threats:

- It is impossible to view all photos of the object on the site, you need to go to the partner's site
- The site looks very ancient, the design is simple but awful and not functional, a lot of unnecessary information

Weaknesses:

- On the right side of the results bar there is no need for a google reviews page which is not informative at all
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Opportunities:

- Add a rating and feedback system for both owners and customers
- Complete redesign of the site
- Set up a search engine that collects ads from other sites while it works horribly