

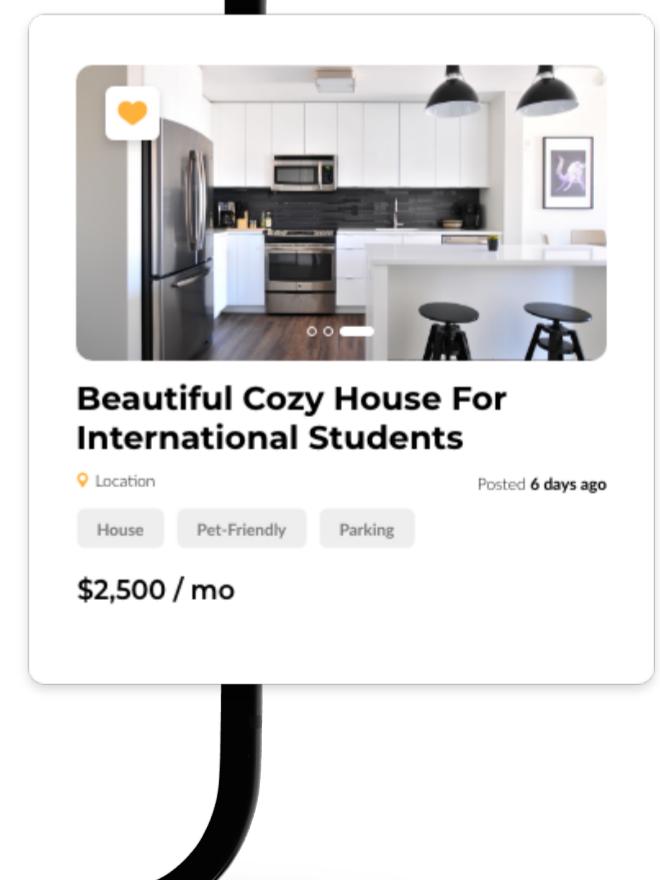
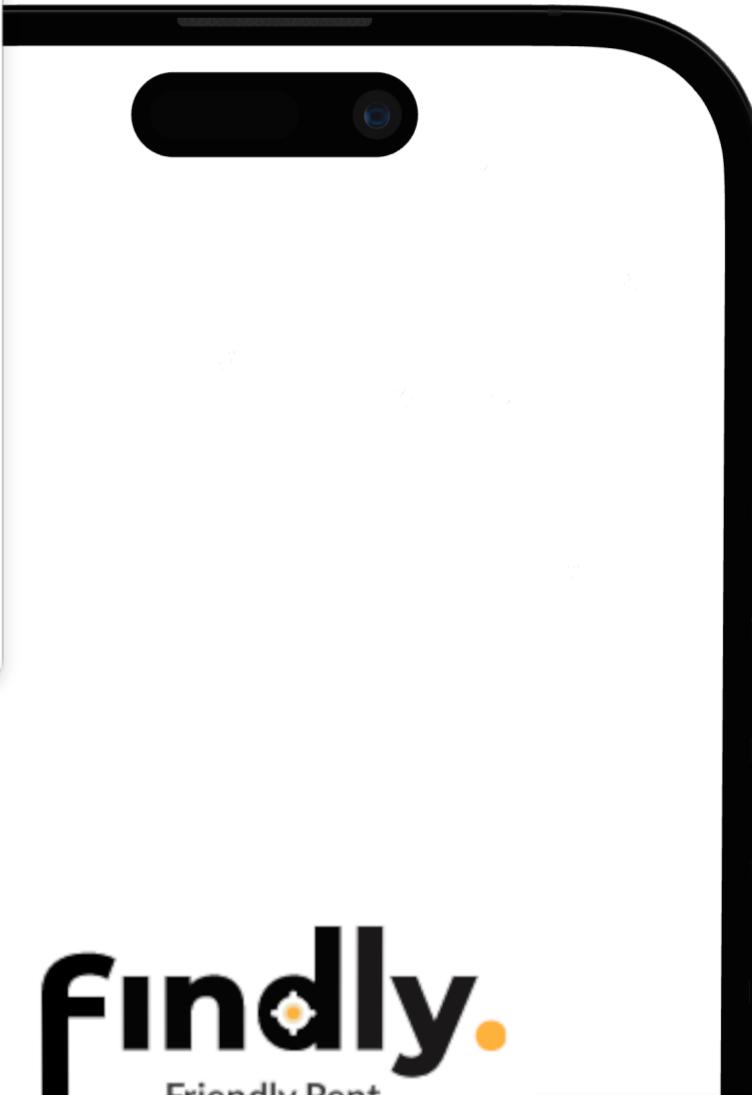
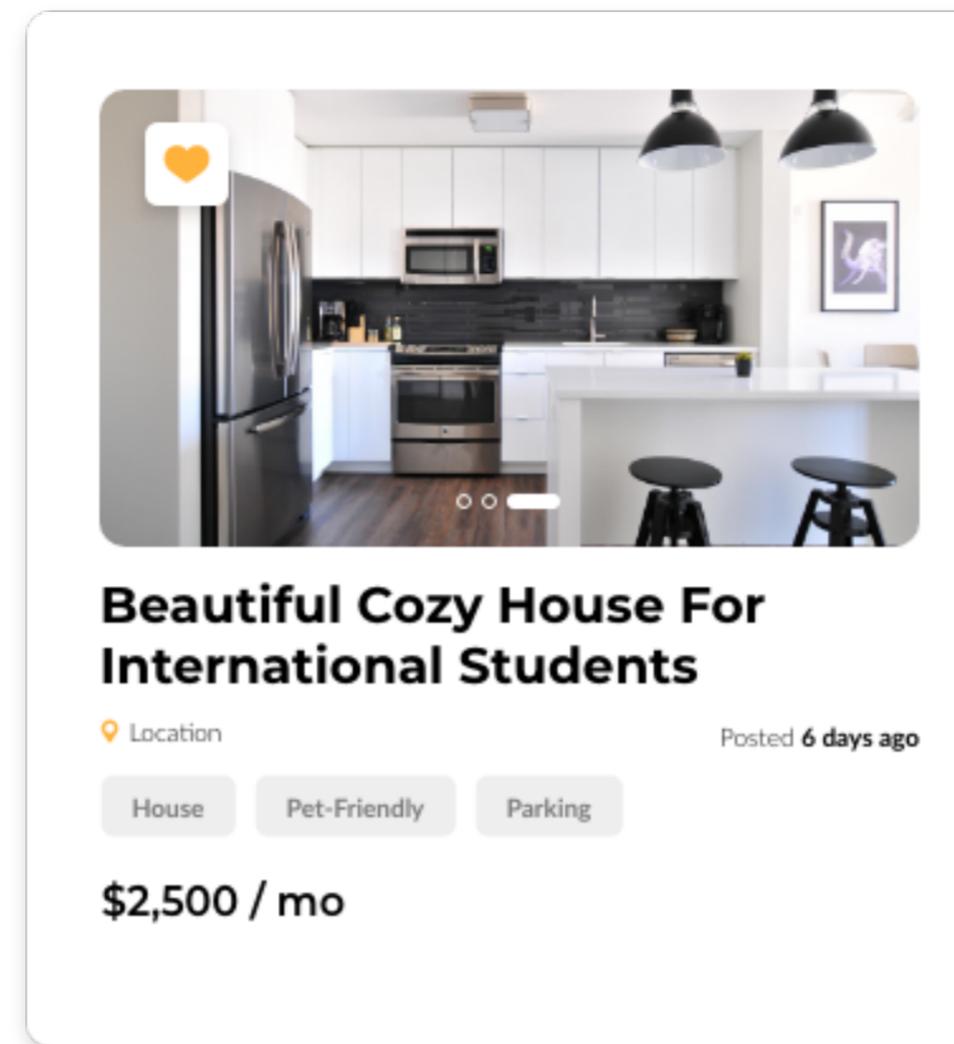
findly.

Friendly Rent



about.

Findly is a user-friendly app, designed to make the rental search process simple and welcoming for everyone. Its mission is to break down barriers and ensure no one is left struggling to find their perfect home. Embrace the friendliness and ease of house hunting with Findly.



findlyrent.ca

competitors.

Competitor	Strengths	Weaknesses	Key Features	Engagement Methods
 RentEasy.ca	<ul style="list-style-type: none">Strong brand recognitionWide range of property listings	<ul style="list-style-type: none">Non-inclusive, lacks focus on under-served communitiesGeneric user interface	<ul style="list-style-type: none">Detailed property descriptions and picturesIn-app payment system	<ul style="list-style-type: none">Regular email updates on new listingsActive on social media
 REALTOR.ca®	<ul style="list-style-type: none">Nationwide coverageTrusted source due to affiliation with the Canadian Real Estate Association (CREA)	<ul style="list-style-type: none">Focus is not solely on rentalsLess tailored experience for underserved communities	<ul style="list-style-type: none">Detailed property descriptions and imagesMap search function	<ul style="list-style-type: none">Regular email alerts for new listingsActive on social media
 craigslist	<ul style="list-style-type: none">Large volume of listings due to long-standing presenceDirect communication with landlords/property managers	<ul style="list-style-type: none">Outdated interfaceRisk of scams due to lack of thorough verificationNo tailored experience	<ul style="list-style-type: none">Basic search filtersAbility to save favorite listingsDirect messaging system	<ul style="list-style-type: none">Limited engagement, primarily a self-service platform

target audience.

Findly aims to create an inclusive and accommodating rental platform for **all**.



International Students

Struggling with unfamiliarity with local rental systems or language barriers



Young Professionals

Facing affordability issues or seeking shared accommodations



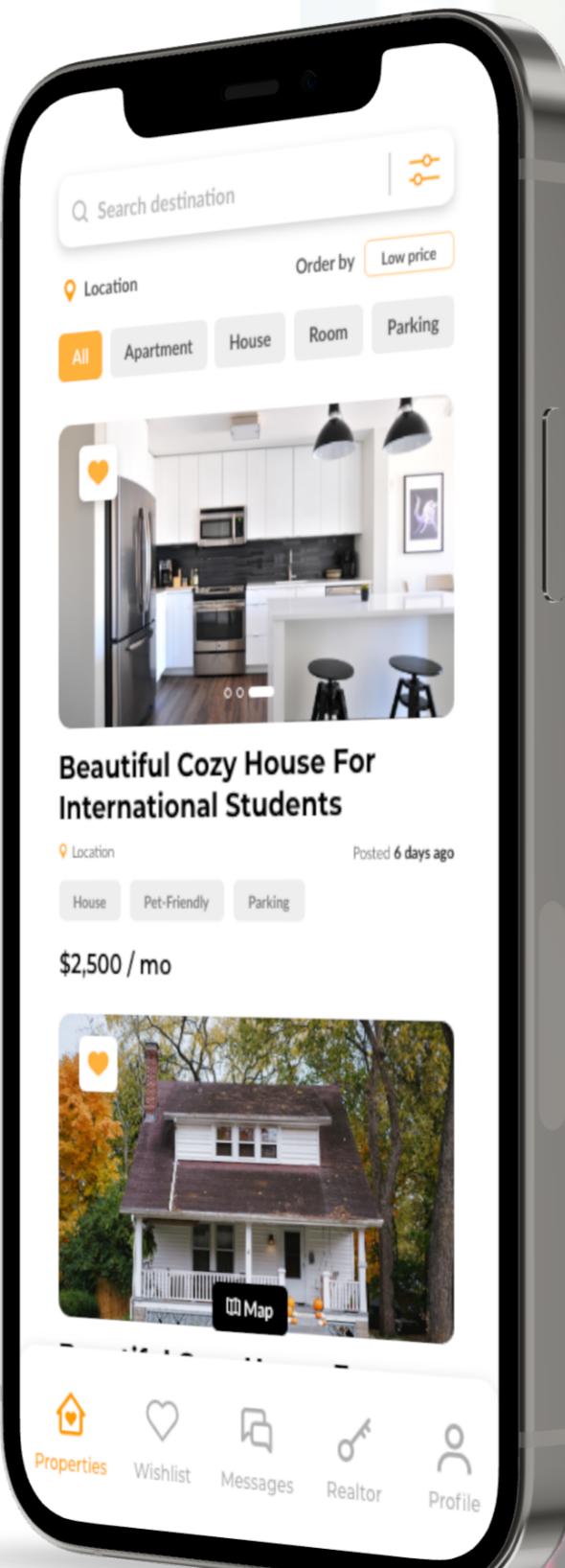
LGBTIQA+

Encountering discrimination or a lack of understanding from potential landlords

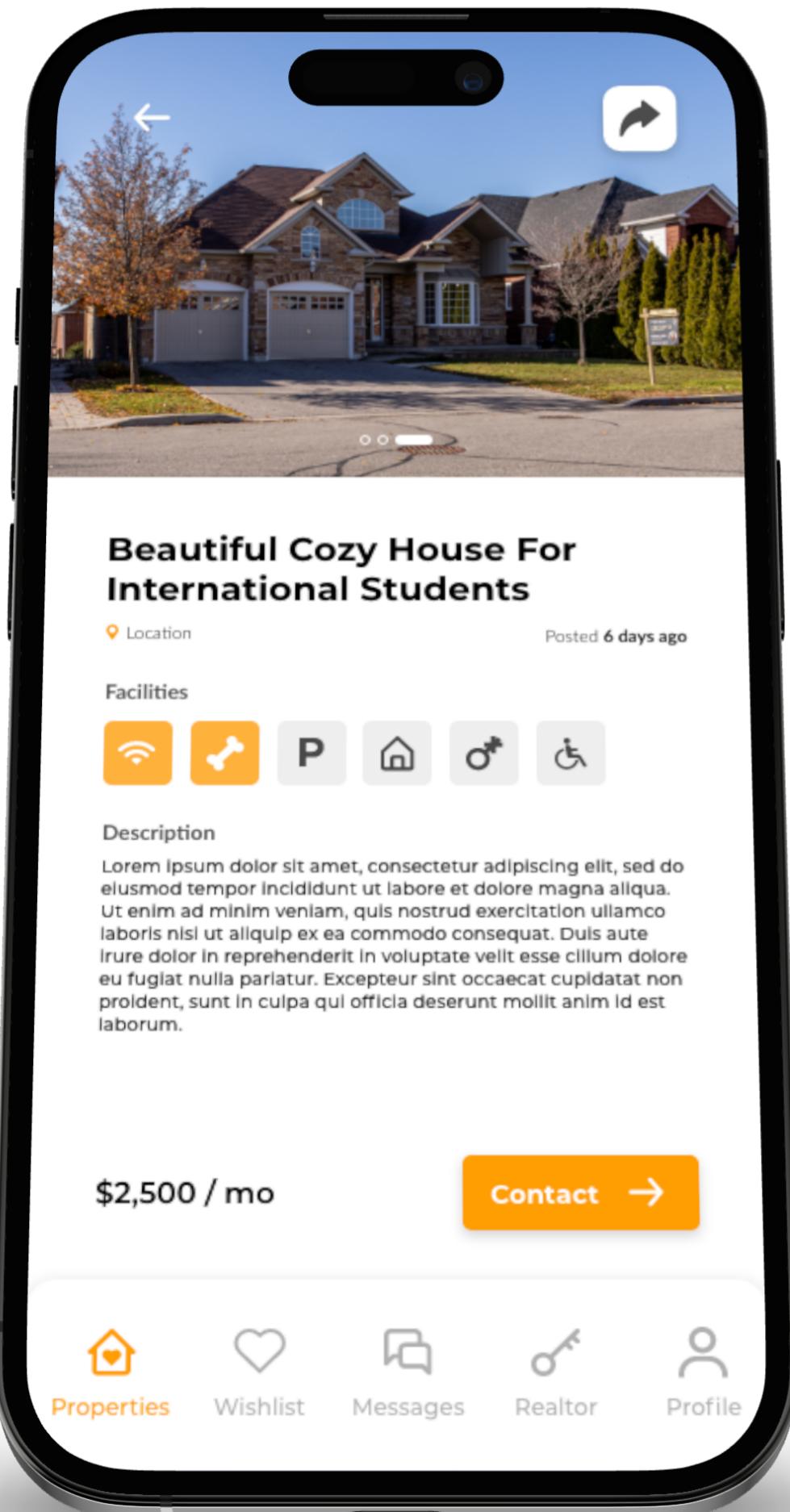


Pet Owners

Difficult to secure housing that welcomes their furry companions



trends.



Remote Work Impact

The rise of remote work is causing shifts in real estate trends, with people moving from city centers to suburban or rural areas for larger living spaces.



Sustainability

Growing interest in sustainable and energy-efficient properties.



Virtual Tours

Due to pandemic-induced limitations on physical property viewings, the adoption of virtual tours and 3D modeling technology was rising.



AI and Machine Learning

Apps are increasingly leveraging AI and machine learning for personalized recommendations, data analysis, and improving user experience.

SWOT.

Hypothetical analysis could change based on user feedback or other conditions

S

Tailored User Experience

addressing target audiences unique rental challenges

User-friendly Interface

Design choices make the interface easy-to-use

Inclusivity

The app is designed to be inclusive, helping it reach and cater to a wide audience base

W

Market Competition

Well-established competitors make it challenging to stand out

Dependence on Landlords

Success is partially dependent on landlords' willingness to cater to target demographics

O

Partnerships

Findly could form partnerships with universities, companies, and real estate agencies to widen its reach

Market Need

There is a significant need for tailored rental solutions for the target audience, representing a sizeable market opportunity.

Expansion

Potential for geographical expansion

T

Economic Factors

Changes in the real estate market or could impact the rental market

Regulatory Changes

New regulations or changes in existing rental or data privacy laws could affect operations

Competitive Response

Competitors may replicate Findly's unique selling points, intensifying competition.

price strategy.



Pay Per Service

Charge users for specific services like advanced property search, personalized suggestions, or priority customer service.



Pay Per Booking

Charge users a fee for every successful lease made through the app. This fee could be a flat rate or a percentage of the rental cost.

It may be worth considering partnerships or affiliations with real estate companies or advertisers as one of the revenue sources. Testing different pricing strategies and getting user feedback could help determine the most effective approach.



colour palette.

By choosing yellow, Findly aims to evoke feelings of comfort and positivity, reinforcing its commitment to a user-friendly and uplifting experience in the often stressful rental process.

#FCB017

#FFFFFF

#FAC152

#000000

#F0ECCF

typography.

Montserrat and Lato combine to create a balance between formality and friendliness, mirroring Findly's mission to provide a professional yet user-centric rental experience.

Montserrat

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

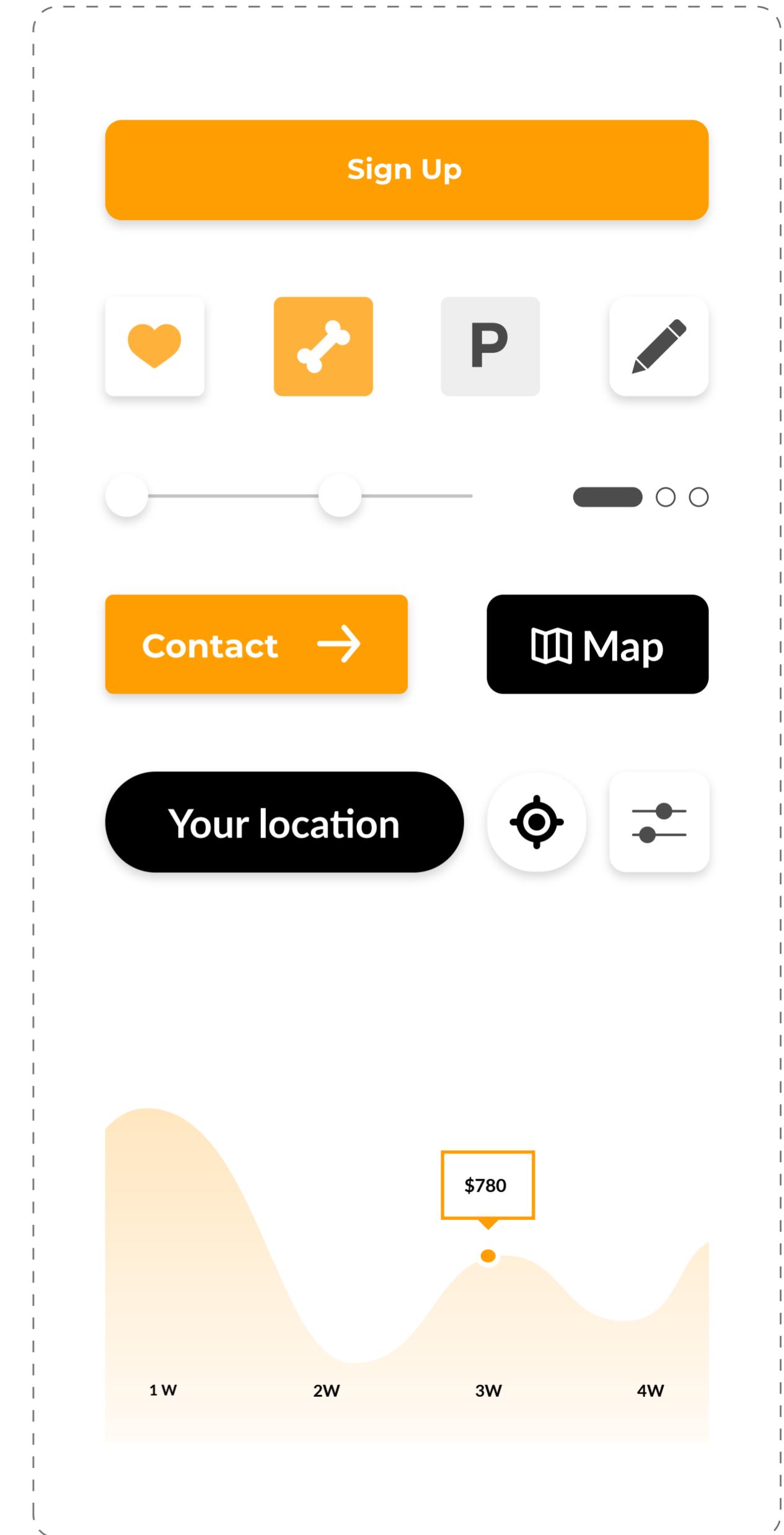
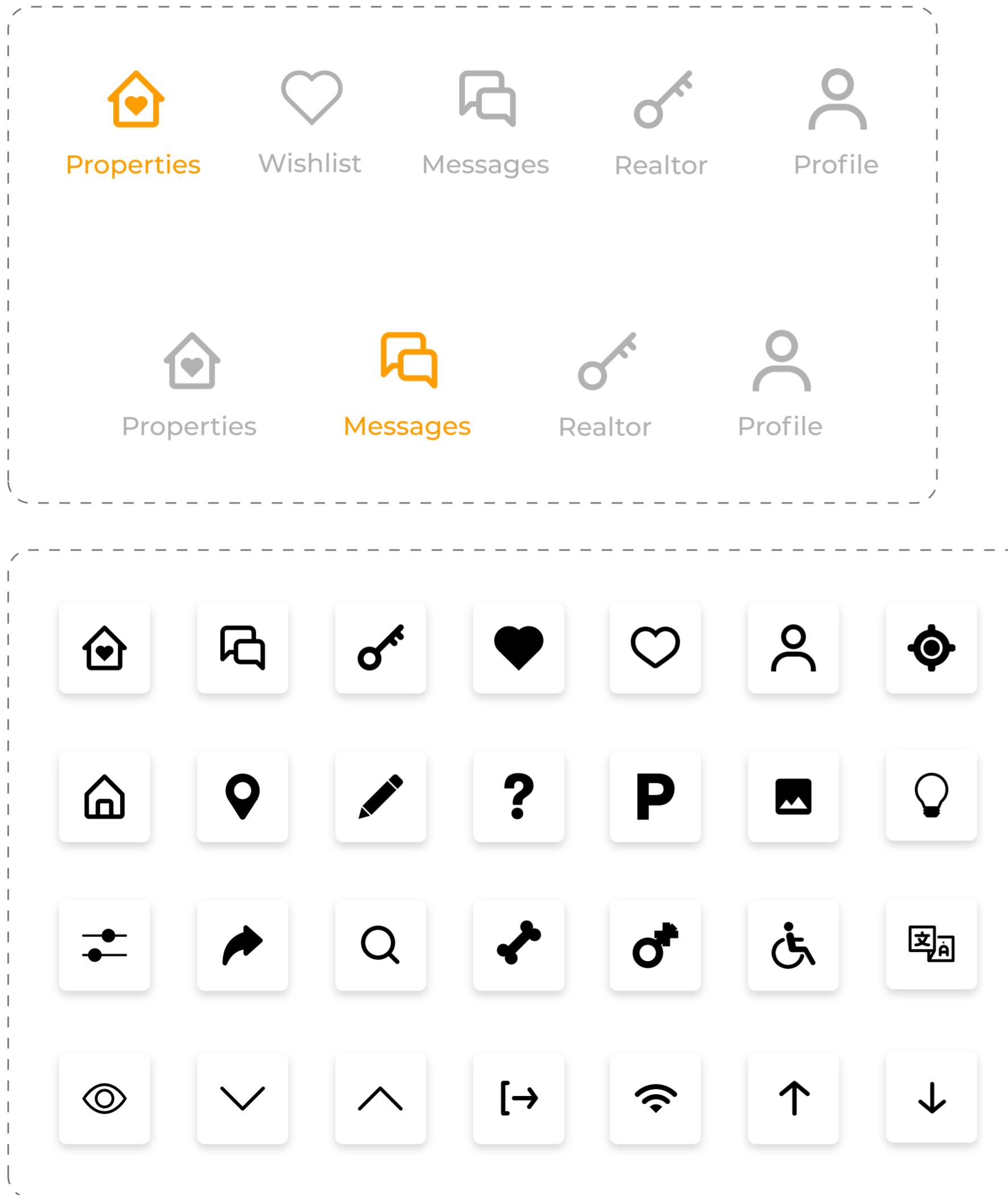
Aa Bb Cc

Lato

Aa Bb Cc

Aa Bb Cc

UI components.



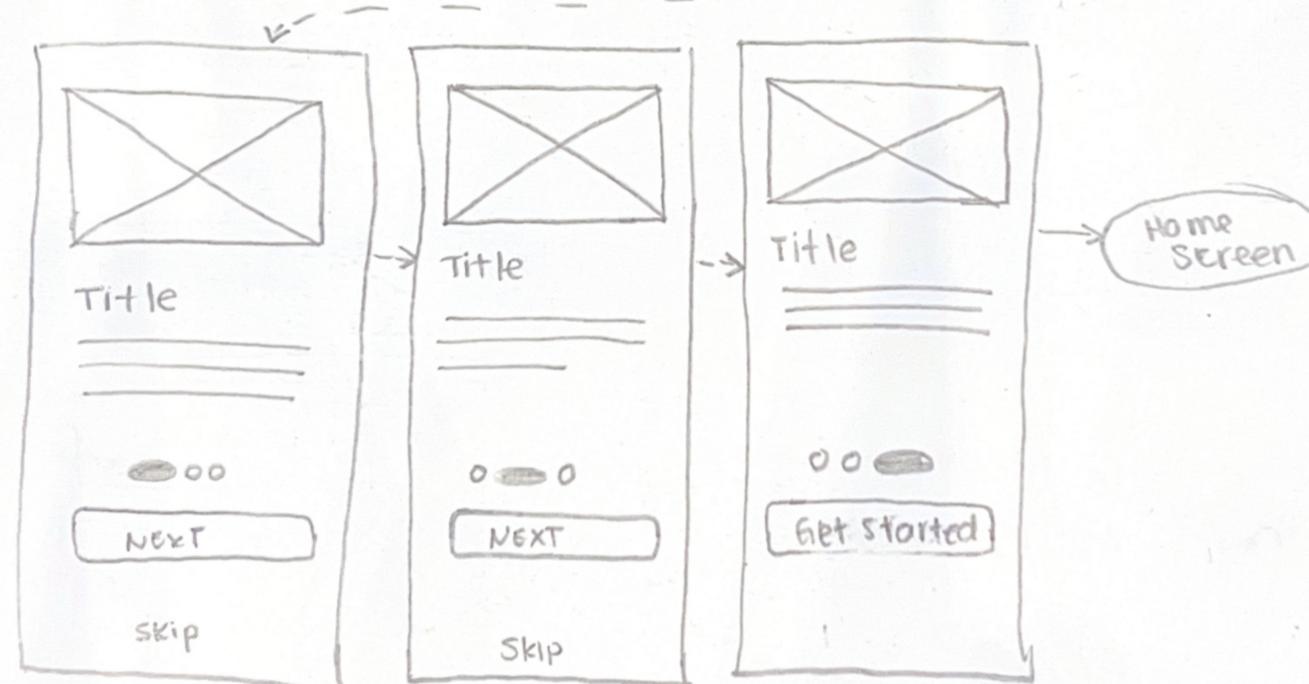
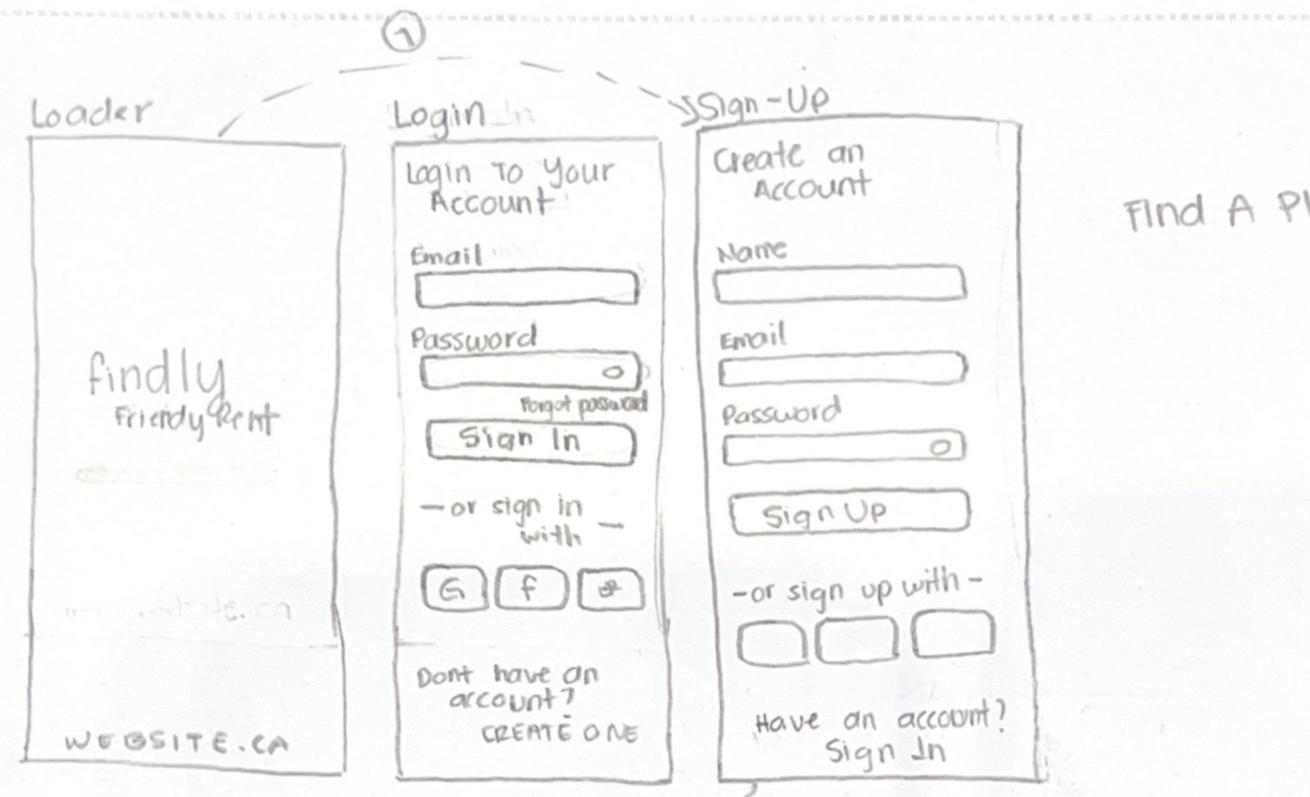
findly. + **findly.** + **findly.**

Find

Friendly

Location icon

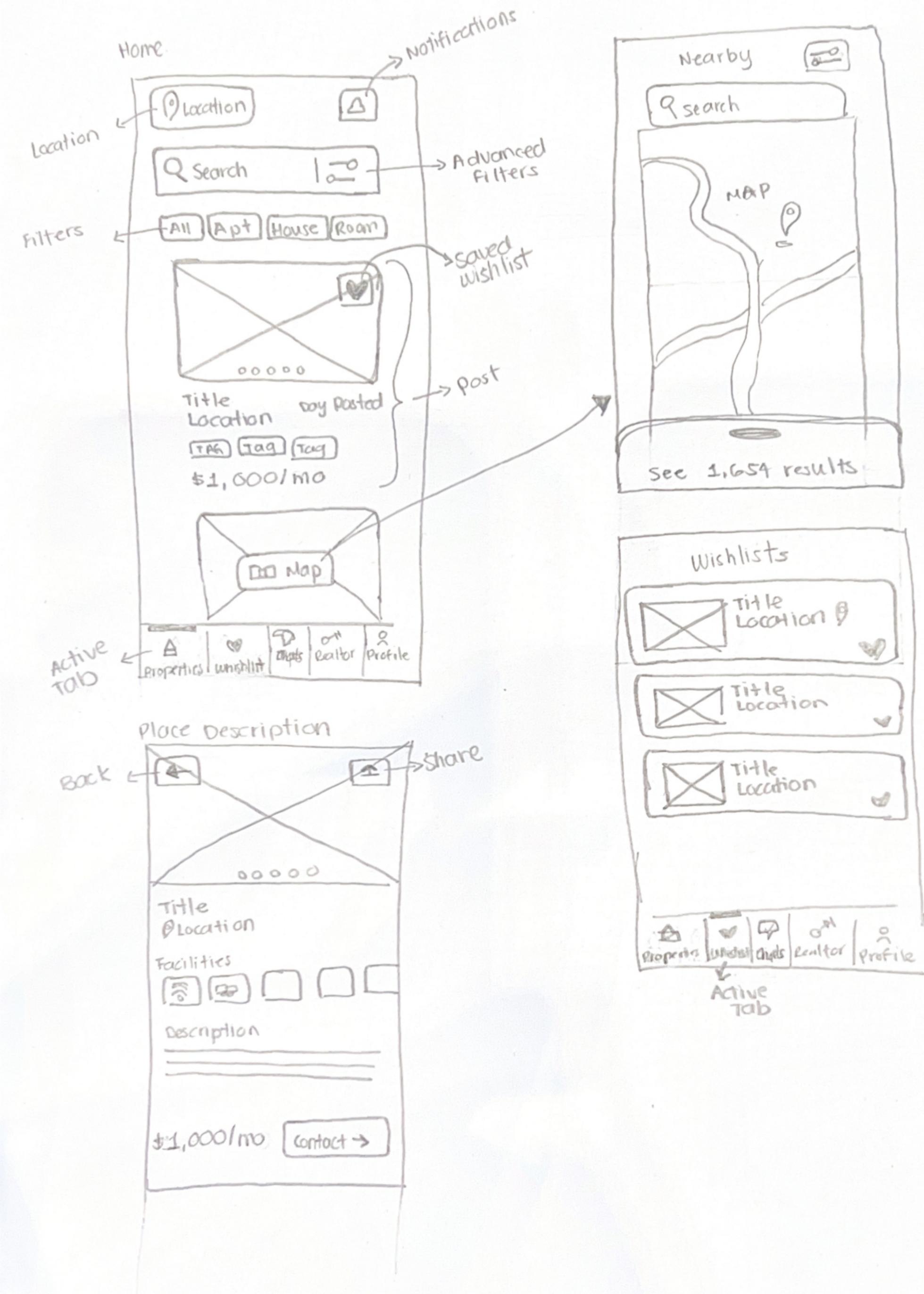
sketches.



Advanced Filters

- \$ Price Range
- ⌂ Location
- ⏳ Duration
- ⚡ Type Property
- 🐾 Pet friendly
- ⛹️ LGBTQA+
- 🏠 Furnished
- 🌸 Smoking
- 🚗 Parking

Find A Place



sketches.

