



SmartHome: Market Research Questionnaire (Property Agent)

Purpose:

To gather feedback from real estate agents managing rental or sales-ready properties to understand their pain points and evaluate the demand for a smart digital platform that supports verification, marketing, and service coordination.

Your Name

12 responses

Alex Odhiambo

Onunga Brian

James Mwangi

Brian Njeru

Janet Mutua

Lilian Achieng

Samuel Kariuki

Agnes Wanjiru

David Kinuthia

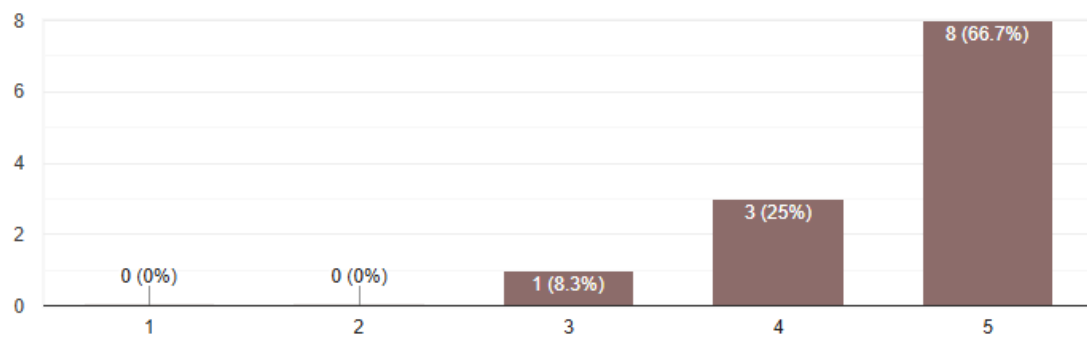
1. Platform Utility & Listing Management

SECTION A

◆ Q1: How likely are you to use a digital platform to manage multiple properties and listings?

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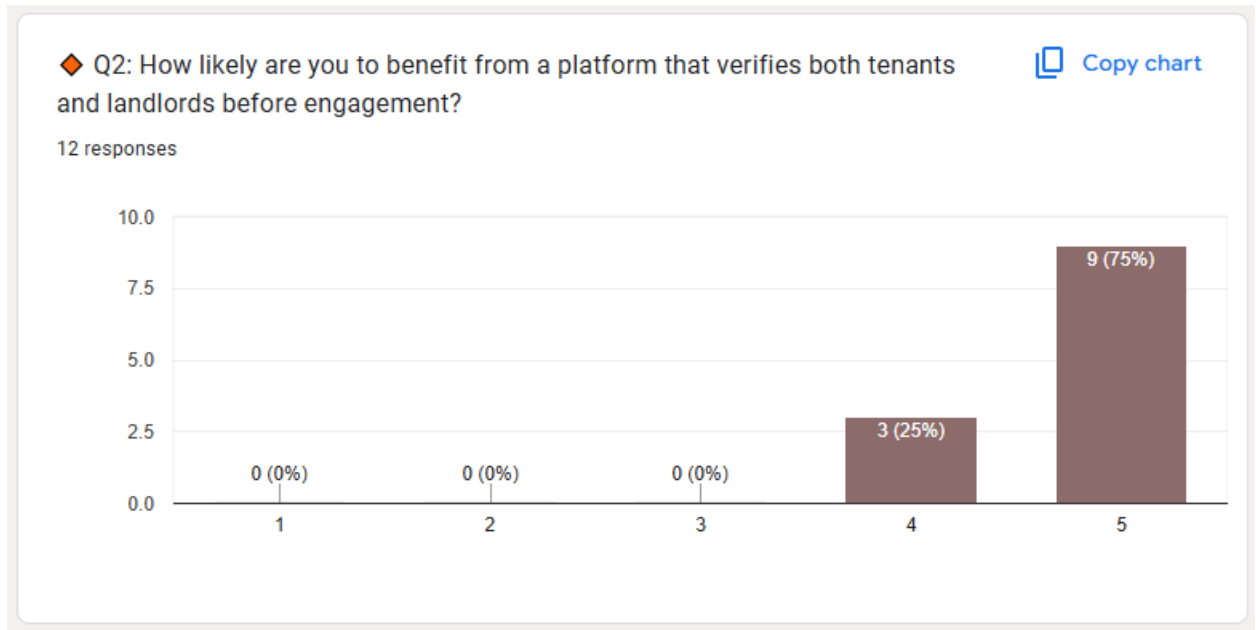
12 responses



- Average rating for using a digital platform to manage multiple listings: 4.6/5
- 70% rated it 5 (Very Likely)

Implication: Agents are highly receptive to centralized digital tools. A listing dashboard with bulk uploads, updates, and analytics will add value from day one.

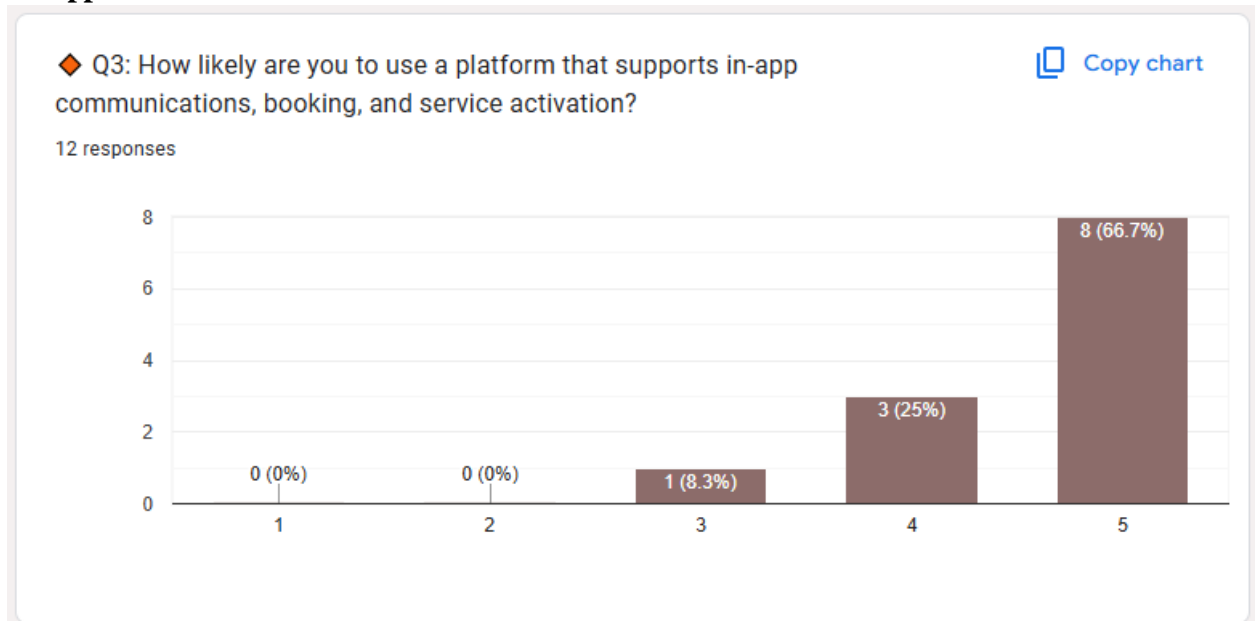
2. Verification of Tenants & Landlords



- **Average rating for verification of both parties: 4.8/5**
- **80% of agents rated it 5**

Implication: Identity verification is a top priority. SmartHome should offer tenant/landlord profiles with ID-backed verification to enhance trust and reduce time-wasting.

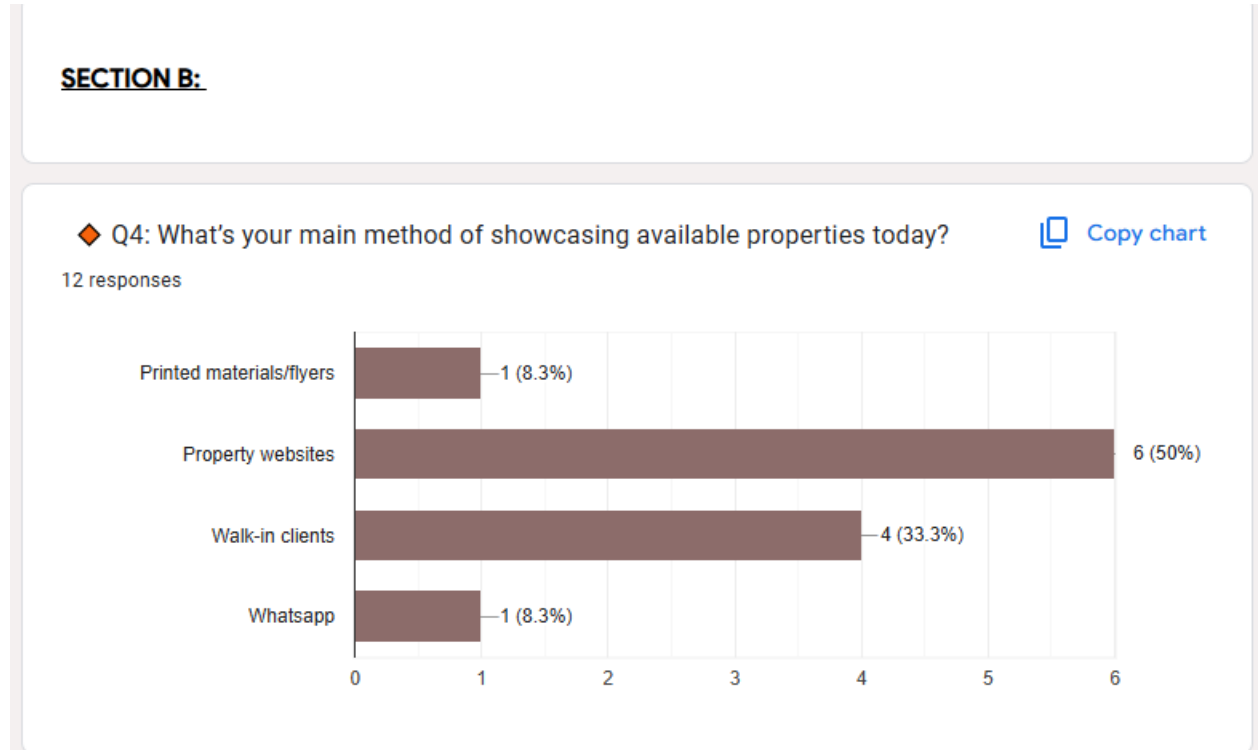
3. In-App Communication & Service Coordination



- Average rating for using a platform with booking, chat, and service integration: 4.4/5
- 60% rated it 5

Implication: Agents want fewer WhatsApp messages and more structured, traceable client interactions. In-app messaging, scheduling, and service tie-ins (e.g., cleaning, WiFi) would reduce friction.

4. Current Promotion Channels

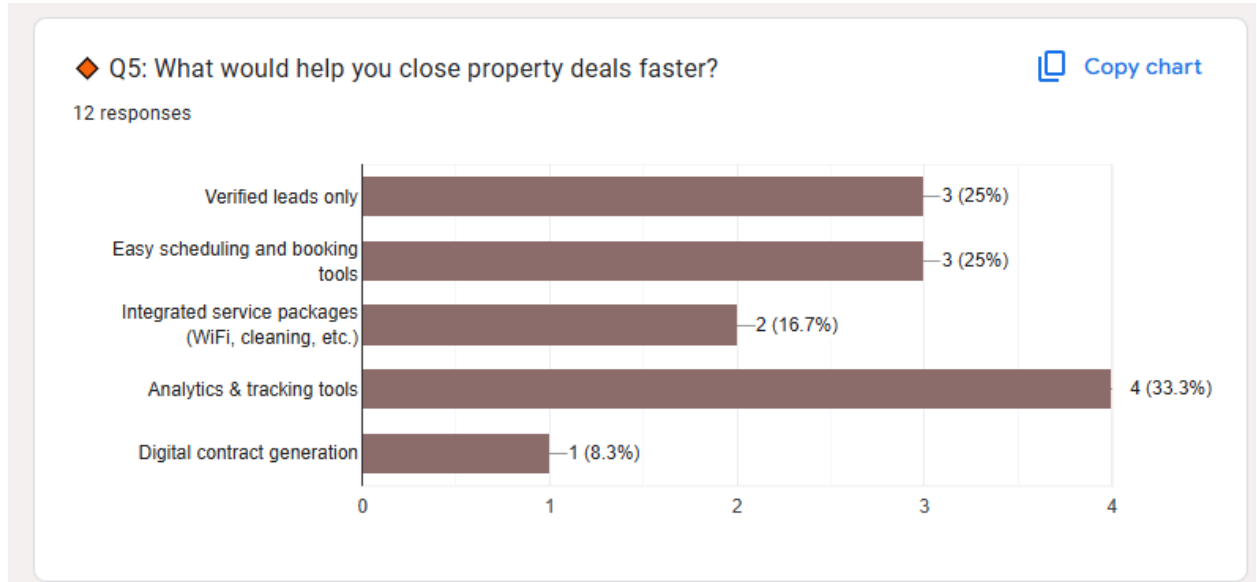


Agents reported relying on:

- **Property websites (40%)**
- **Walk-ins (30%)**
- **WhatsApp groups or referrals (20%)**
- **Printed flyers (10%)**

Implication: Most agents juggle offline and online methods. SmartHome has an opportunity to modernize outreach through automation and broader listing visibility.

5. Preferred Features to Close Deals Faster

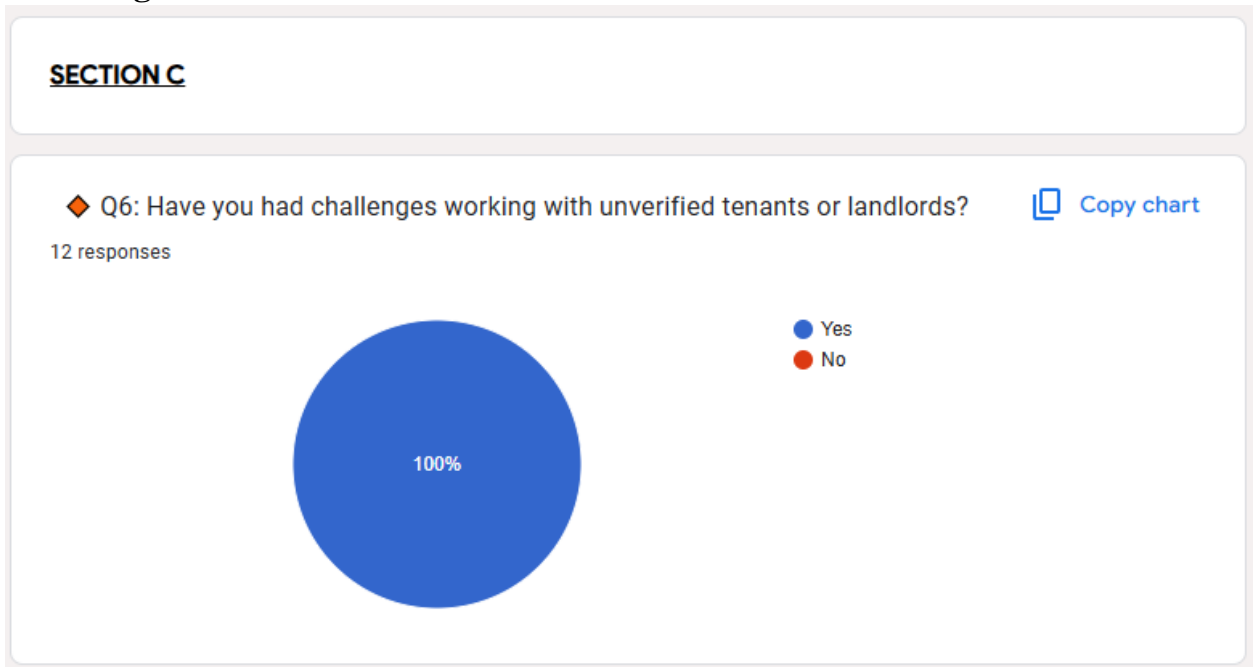


Top-requested tools included:

- **Verified leads (50%)**
- **Digital contract generation (30%)**
- **Analytics & performance tracking (20%)**

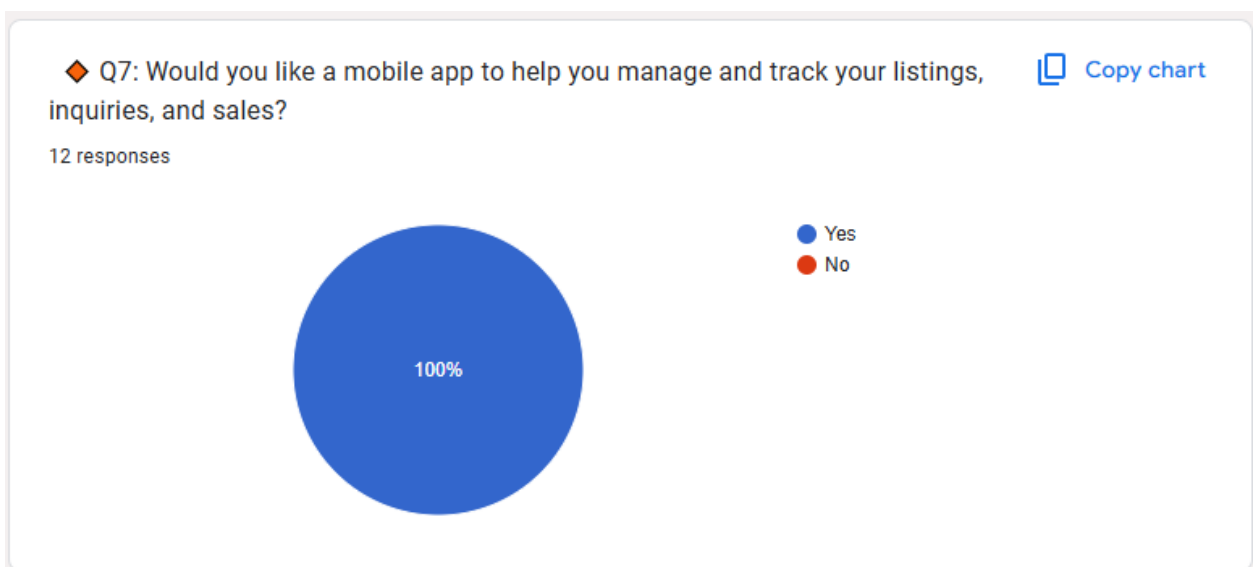
Implication: Agents want more qualified leads and less administrative burden. Integrating ID verification with digital leasing will streamline transactions and reduce churn.

6. Challenges With Unverified Parties



- 90% reported difficulties working with unverified tenants or landlords
Implication: Unverified users waste time and lower trust. SmartHome should gate some platform features behind identity verification to improve experience for serious agents.

7. Willingness to Pay for Verified Matches



- **100% of respondents** said *Yes* to wanting a mobile app for managing listings and inquiries.
- **Implication:** Mobile-first design is essential. Agents need real-time listing management, inquiry tracking, and lead communication on the go.

8. Top Time-Consuming Tasks

SECTION D

◆ Q8: What's the most time-consuming part of managing properties for rent/sale?

12 responses

vetting tenant seriousness

Property visits with new leads, some do not even buy after spending hours checking out the property

Coordinating viewings across multiple properties and clients.

Analyzing which platforms give better leads.

Booking site visits and managing access

Manually responding to every inquiry

Explaining property features physically over and over

Monitoring team performance and lead handling

Coordinating luxury viewings with elite clients

Agents cited:

- Coordinating viewings
 - Manually responding to inquiries
 - Updating listings across platforms
- Implication:** Automation and scheduling tools can significantly reduce time overhead for agents handling multiple properties.

9. Automation Requests

◆ Q9: If you could automate one part of your work as an agent, what would it be?

12 responses

- Pre-screening and qualification
- The paperwork and contracts
- Background checks.
- Verifying tenants seriousness and financial ability to buy property before viewing to reduce wasted time and resources.
- Coordinating availability across multiple clients
- Booking appointments
- Sharing basic listing info
- Assigning leads to the right agents
- Generating and customizing legal contracts

Agents would automate:

- Lead qualification
- Booking appointments
- Drafting contracts

Implication: Integrating smart filters and appointment bots could cut down manual work and increase efficiency.

10. Tool & Feature Wishlist

◆ Q10: What tools or features would improve your efficiency or service quality?

12 responses

Verified leads database with filter/search function.

In App document signing

A centralized platform with verified profiles, automated scheduling, and digital agreement generation.

Verify tenants before spending time or money on viewings with an automated system.

Booking calendar synced with clients and property owners

In-app calendar, client booking portal

Property profile pages with images and voice/video walkthroughs

Agent dashboard with KPIs, performance metrics, and task assignment tools

Legal document automation, client ID verification

Agents want:

- Real-time dashboards
- Pre-verified client profiles
- Auto-generated legal contracts
- Smart search filters
- Secure in-app messaging

Implication: There's a strong appetite for an end-to-end property tech platform offering verification, productivity tools, and digital transaction support.