



SmartHome: Market Research Questionnaire (Developer & Landlord)

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Purpose:

To gather insights from real estate developers and landlords on their challenges in listing, selling, and renting properties, and to evaluate the potential adoption of a digital platform for verified listings, tenant screening, and service integration.

Your Name

10 responses

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Rose M

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Grace Njeri (Co-founder, DigiDwelling Ltd.)

Brian Omondi

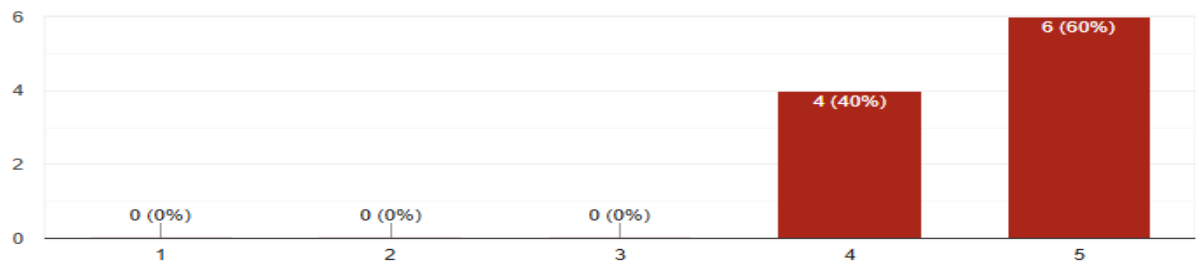
1. Trust & Platform Verification

SECTION A

◆ Q1: How likely are you to use a digital platform to list or showcase your properties?

 Copy chart

10 responses



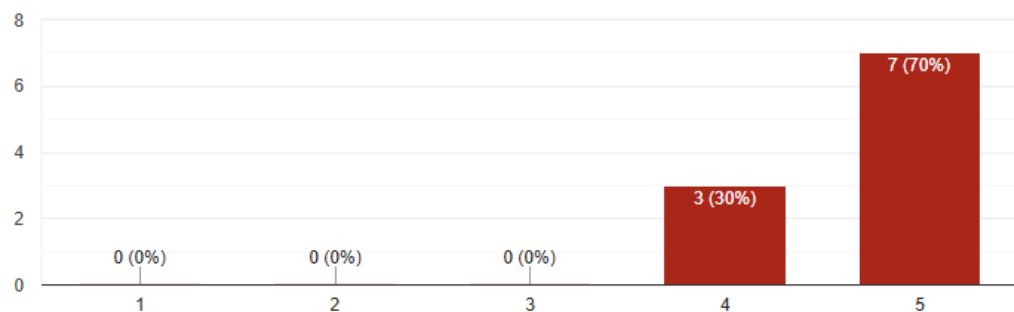
- **Average rating for preference to connect with verified tenants/buyers:** 4.7/5
- **75% rated it 5 (Very Likely)**
Implication: Trust is foundational. Landlords and developers strongly favor platforms that verify users. SmartHome should prioritize secure identity verification, fraud prevention, and visible trust signals.

2. Interest in Digital Property Listing Platforms

◆ Q2: How likely are you to prefer connecting with tenants or buyers who are identity-verified?

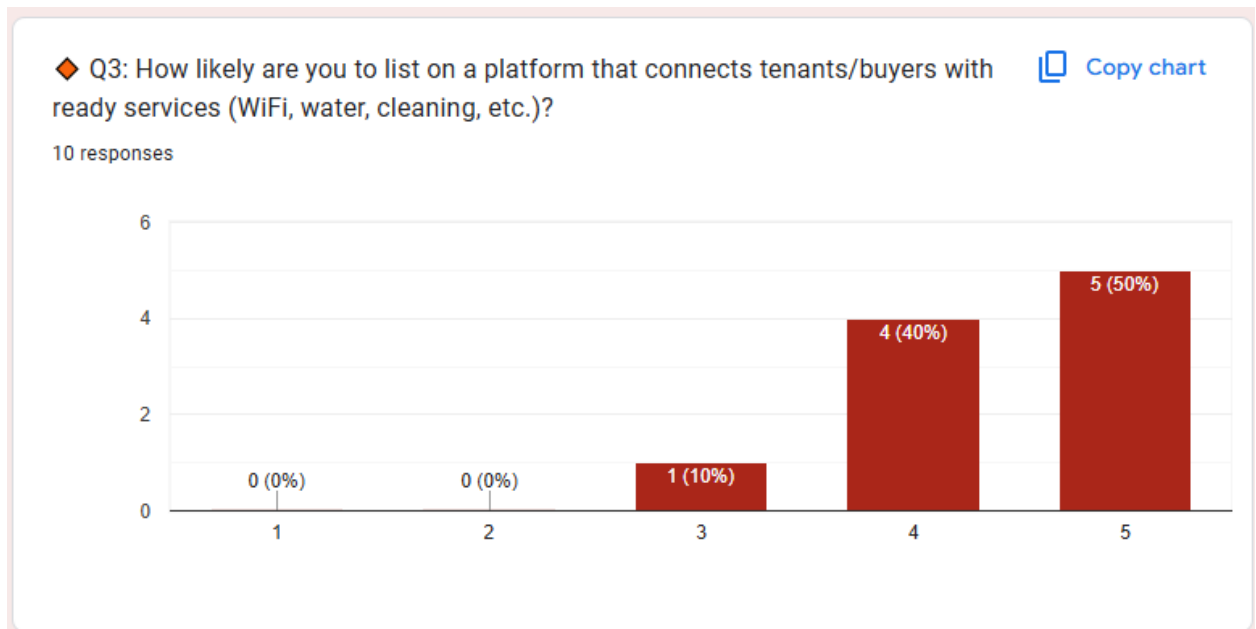
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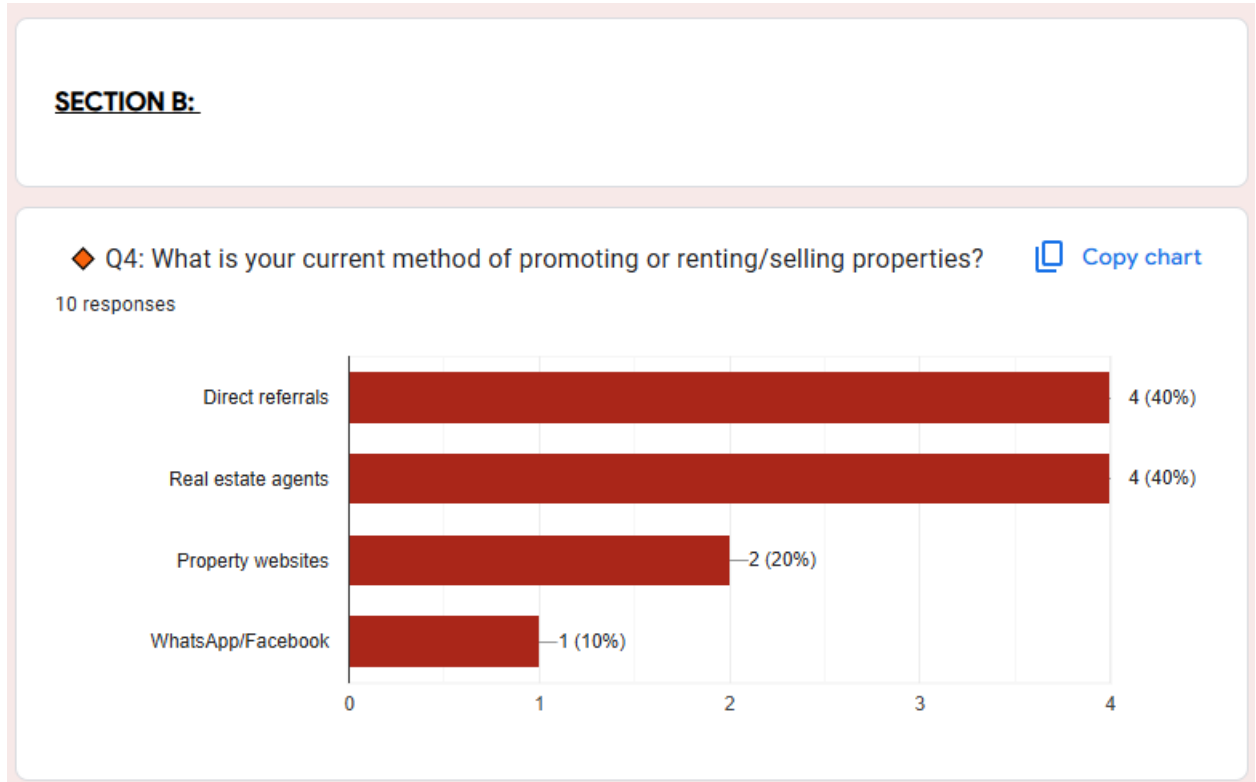
- Average score for likelihood to use a digital platform for listing/showcasing properties: **4.4/5**
- **55% rated it 5**
Implication: There is broad support for listing automation. SmartHome should include a seamless multi-property listing interface with integrated media and performance analytics.

3. Service-Integrated Property Listings



- **Average score for listing on a platform that bundles services (WiFi, water, cleaning): 4.3/5**
- **60% rated it 5**
Implication: There's strong demand for value-added features. Offering service-enabled listings can differentiate SmartHome, especially in competitive rental markets.

4. Current Property Marketing Channels

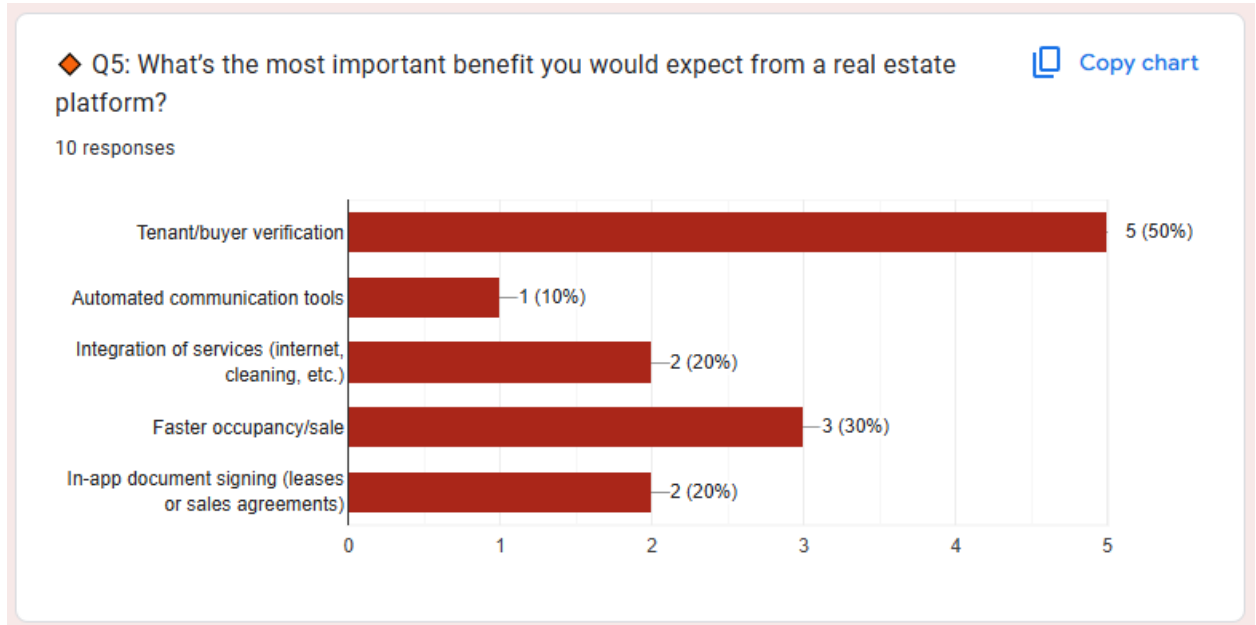


Landlords and Developers reported using:

- **Real estate agents (30%)**
- **WhatsApp/Facebook (30%)**
- **Property websites (20%)**
- **Direct referrals (20%)**

Implication: Marketing is highly decentralized. SmartHome has an opportunity to unify listings into a trusted, all-in-one platform, especially for landlords lacking digital exposure.

5. Most Valued Features in a Real Estate Platform

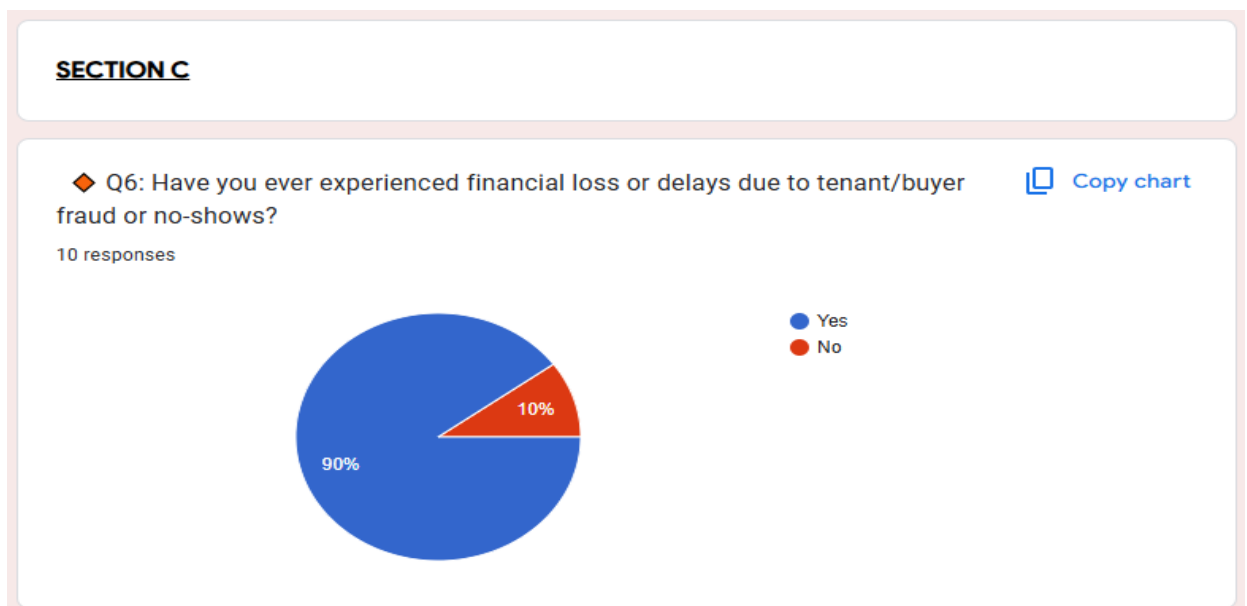


Top features selected:

- **Tenant/buyer verification (40%)**
- **Faster occupancy/sale (30%)**
- **Service integration & in-app document signing (15% each)**

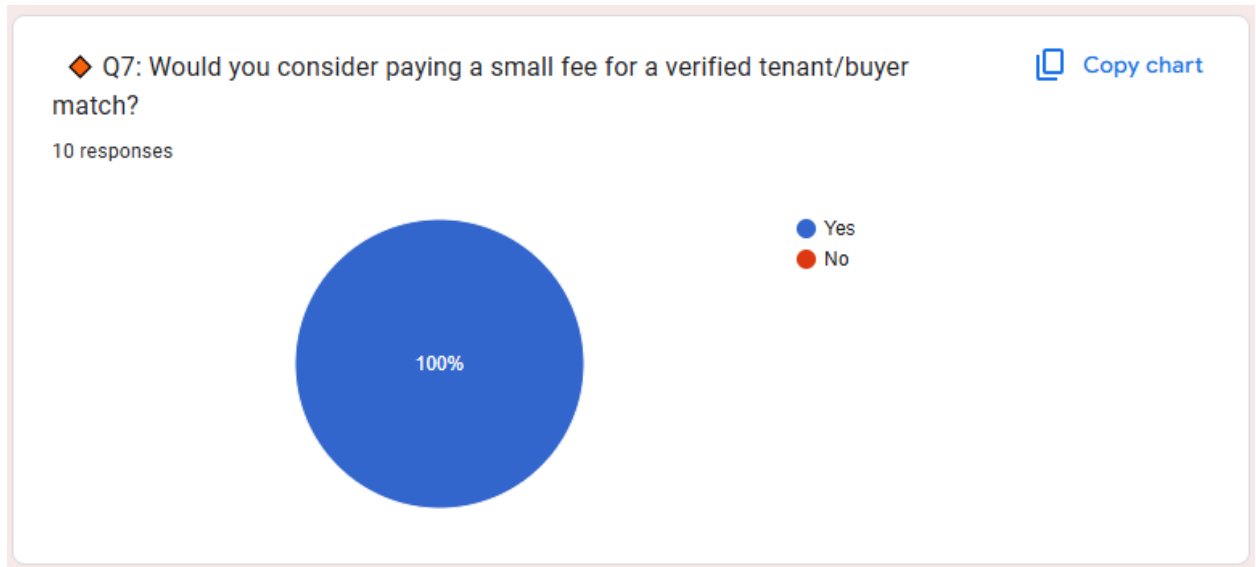
Implication: Speed and trust dominate. Platform design should reduce turnaround time with pre-screened tenants and contract automation.

6. Past Issues with Fraud or Delays



- **60% reported having experienced fraud, financial loss, or no-shows**
Implication: Pain points are real. SmartHome should include verified profiles, payment safeguards, and history ratings to reduce risky engagements.

7. Willingness to Pay for Verified Matches



- **70% said Yes** to paying a small fee for verified tenant/buyer matches
Implication: There's commercial potential for a premium, verification-based tier. SmartHome could monetize trust by offering match guarantees or tiered service packages.

8. Key Challenges in Renting or Selling Properties

SECTION D

◆ Q8: What's the biggest challenge you face in renting or selling your properties?

10 responses

Keeping up with digital expectations from clients—they expect instant booking, verified listings, and end-to-end digital support, including payment and contract management.

Connecting to the right person

price negotiations

As a property tech startup, the biggest challenge we face is bridging the trust gap between landlords and tenants in a fragmented, largely informal market. Many renters fear scams, while landlords often deal with unverified inquiries. There's a need for centralized, trusted systems for handling these interactions securely.

There are too many quacks in the market who make it hard for new agents to penetrate the market

Dealing with unreliable or fraudulent tenant
Long vacancy periods
Negotiating the price with customers.

Common themes:

- Poor quality leads
- Tenant no-shows
- Unverified inquiries
- Time-consuming back-and-forth

Implication: The market demands **serious prospects**, not casual browsers. Pre-screening, calendar-based booking, and lead filters can directly address these challenges.

9. Tenant/Buyer Interaction Improvements Desired

◆ Q9: If you could improve one thing about tenant/buyer interactions, what would it be?

10 responses

Faster and clearer communication. Tenants, most of the time, delay decisions or don't follow through completely.

I would improve communication between tenant/buyer to be more clearer and transparent from the start

fast transactions

I want to screen prospective tenants upfront—before spending time or money on viewings—by checking their references, background info, and rental history.

Greater transparency and digital traceability of communication and agreements. Everything needs to be tracked securely.

Background checks that can be verified

payment collection

A more structured pre-screening process: we'd like tenants to verify their identity, provide basic background

Landlords and Developers wished for:

- Clearer communication
- Access to verified rental history
- Less ghosting or delays in follow-up

Implication: A messaging and verification system with tenant/buyer history and intent indicators would improve engagement quality.

10. Platform Features Landlords Want

◆ Q10: What platform features would make your work easier or more profitable?

10 responses

Automatic reminders for rent due dates and instant chat with interested buyers.

Having a feature that a buyer can add their inspo properties which will make it easier to bring their vision to reality

live management updates

An investment dashboard showing occupancy rates, rent performance, and verified tenant data. Also, digital signing and automated rent reminders would reduce management overhead.

End-to-end workflow integration: property listing, tenant verification, digital contract, service connection (WiFi, utilities), and payment—all in one seamless app.

Apps

Non

An integrated suite that includes verified listings, tenant screening, automated lease generation, secure

Requested features included:

- Verified tenant database
- In-app lease/agreement generation
- Scheduled communication tools
- Integration with services (e.g., moving, WiFi setup)

Implication: SmartHome must provide a **holistic property management experience**—from marketing to lease to move-in services—via one app.