**SmartHome: Market Research Questionnaire**

**Purpose:** To gather insights from tenants, landlords, and property developers on challenges they face in the real estate market and evaluate the potential adoption of a digital platform for verified property listings and services.

**SECTION A:**

*(Please rate the following statements on a scale of 1 to 5: 1 – Not at all likely, 2 – Slightly likely 3 – Neutral/Undecided, 4 – Likely, 5 – Very likely)*

1. How likely are you to use a digital platform to search for rental properties or homes to buy?

 [ ] 1  [ ] 2  [ ] 3  [ ] 4  [ ] 5

1. How likely are you to trust a platform that verifies both landlords and tenants before listing?

[ ] 1  [ ] 2  [ ] 3  [ ] 4  [ ] 5

1. How likely are you to prefer properties that come with move-in ready services (e.g., WiFi, water)?

[ ] 1  [ ] 2  [ ] 3  [ ] 4  [ ] 5

**SECTION B:**

*(Select the most applicable answer)*

1. What is your current method of finding a house to rent or buy?

a) WhatsApp/Referrals

b) Facebook Groups

c) Real Estate Agents

d) Real Estate Apps or Websites

e) Other (please specify)

1. What would be the most important feature for you in a real estate app?

a) Verified listings only

b) Direct contact with property owner

c) Integration of services (internet, cleaning, etc.)

d) Reviews from previous tenants

e) Secure digital lease agreements

**SECTION C:**

1. Have you ever encountered or suspected a fraudulent property listing while house hunting?

Yes No

1. Would you be willing to provide your national ID or other documentation for verification to access trusted listings?

Yes No

**SECTION D:**

*(Please answer briefly)*

1. What is your biggest frustration when searching for a house to rent or buy?

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1. If you could improve one thing about how property is rented or sold in Kenya, what would it be?

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1. What features or services would make a real estate app truly helpful for you?

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