hSmartNyumba: Property Agent Market Research Questionnaire

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.

# SECTION A: Likert Scale (1–5)

(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 manage multiple properties and listings?  
 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5  
  
2. How likely are you to benefit from a platform that verifies both tenants and landlords before engagement?  
 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5  
  
3. How likely are you to use a platform that supports in-app communications, booking, and service activation?  
 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5

# SECTION B: Multiple Choice

4. What’s your main method of showcasing available properties today?  
a) Printed materials/flyers  
b) Online groups (e.g., WhatsApp/Facebook)  
c) Property websites  
d) Walk-in clients  
e) Other (please specify)  
  
5. What would help you close property deals faster?  
a) Verified leads only  
b) Easy scheduling and booking tools  
c) Integrated service packages (WiFi, cleaning, etc.)  
d) Analytics & tracking tools  
e) Digital contract generation

# SECTION C: Yes/No

6. Have you had challenges working with unverified tenants or landlords?  
Yes  No  
  
7. Would you like a mobile app to help you manage and track your listings, inquiries, and sales?  
Yes  No

# SECTION D: Open-Ended

8. What’s the most time-consuming part of managing properties for rent/sale?  
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9. If you could automate one part of your work as an agent, what would it be?  
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10. What tools or features would improve your efficiency or service quality?  
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