SmartNyumba: Developer & Landlord Market Research Questionnaire

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.

# 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 list or showcase your properties?  
 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5  
  
2. How likely are you to prefer connecting with tenants or buyers who are identity-verified?  
 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5  
  
3. How likely are you to list on a platform that connects tenants/buyers with ready services (WiFi, water, cleaning, etc.)?  
 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5

# SECTION B: Multiple Choice

4. What is your current method of promoting or renting/selling properties?  
a) Direct referrals  
b) Real estate agents  
c) WhatsApp/Facebook  
d) Property websites  
e) Other (please specify)  
  
5. What’s the most important benefit you would expect from a real estate platform?  
a) Tenant/buyer verification  
b) Automated communication tools  
c) Service integration (utilities, cleaners, etc.)  
d) Faster occupancy/sale  
e) In-app document signing (leases or sales agreements)

# SECTION C: Yes/No

6. Have you ever experienced financial loss or delays due to tenant/buyer fraud or no-shows?  
Yes  No  
  
7. Would you consider paying a small fee for a verified tenant/buyer match?  
Yes  No

# SECTION D: Open-Ended

8. What’s the biggest challenge you face in renting or selling your properties?  
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9. If you could improve one thing about tenant/buyer interactions, what would it be?  
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10. What platform features would make your work easier or more profitable?  
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