

## Competitive Analysis: Roommate Finder

### Roomi:

*Positioning* - Roomi is a roommate platform that helps people find the right home and roommate. Roomi is both a webpage and also a mobile app. Roomi offers a variety of apartment listings and the ability to post your own listings. They generate revenue through added features such as security and credit checks. They also have small fees for paying. It is free to use and list your space. They gather their information by a survey.

*Primary Audience* - The audience consists of two groups. The first group is people who need someone to move into their apartment, while the second group consists of people looking for a roommate and place to move into. This targets the millennial generation.

*Differentiators* - Uses linkedin and Facebook for verification. Background checks and listings cost money.

	Positive	Negative
Internal	<b>Strength:</b> <ul style="list-style-type: none"><li>• Perfect combination of finding a compatible roommate as well as a good living space.</li><li>• Available in many cities worldwide</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>• Customer awareness needs to be improved</li></ul>

<b>External</b>	<b>Opportunities:</b> <ul style="list-style-type: none"> <li>• A lot of room to expand and grow the market</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>• Heavy on competition</li> <li>• Safety of users</li> </ul>
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## Roomiematch

*Positioning* - They really pride themselves on making sure the user does not get scammed. They review and trash bad profiles. They do not post your profile or anyone else's profile on their website or on the internet. Instead if you are an accepted subscriber you are allowed to see other's profiles by checking your email. Their site is secured. They have two subscriber options including free roommate search in which you wait for potential roommates to contact you. And cheap roommate search in which you can contact the roommates right away. It is \$19.95 for up to a year.

*Primary Audience* - People looking for a roommate who do not want to get scammed. They don't seem to target any specific age group or demographic.

*Differentiators* - They do an IP address actual location analysis for all subscribers and share the city in which subscribers are truly located. They collect a lot of data that only the site owners can see.

	<b>Positive</b>	<b>Negative</b>
<b>Internal</b>	<b>Strength:</b> <ul style="list-style-type: none"> <li>• They really weed out all the bad people by reviewing each profile and</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• Unable to see if anyone is available in your area</li> <li>• Cannot see a</li> </ul>

	trashing out the bad ones <ul style="list-style-type: none"> <li>• They have a lot of information about themselves online</li> <li>• They are super secure</li> <li>• In major cities in North America</li> </ul>	picture of other subscribers
<b>External</b>	<b>Opportunities:</b> <ul style="list-style-type: none"> <li>• They can have better subscriber options</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>• Access to a lot of private user information</li> <li>• Expensive and usually doesn't take a year to find a roommate</li> <li>• Other roommate apps that are free</li> </ul>

## HOMESHARE:

*Positioning* - HomeShares matching team will place you with compatible housemates and install privacy partitions so you can enjoy living in a luxury apartment at a fraction of the cost! HomeShare is a shared housing platform for affordable city living. We match housemates based on compatibility, enabling individuals to thrive together.

*Primary Audience* - Young people who do not mind being matched with randomly selected roommates in the same apartment.

*Differentiators* - Highlights specials for quick access. You get to decide which room in the house you want and the rent is adjusted accordingly. Can schedule a tour of the place with a Homeshare representative.

	Positive	Negative
Internal	<b>Strength:</b> <ul style="list-style-type: none"><li>• Very user-friendly website and able to see all information clearly</li><li>• Have luxury buildings for a cheaper price</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>• Only in 5 cities in the USA</li><li>• Do not have much information regarding how they work on the website</li></ul>
External	<b>Opportunities:</b> <ul style="list-style-type: none"><li>• Able to choose roommates</li></ul>	<b>Threats:</b> <ul style="list-style-type: none"><li>• Saturated market</li><li>• Not able to know anything about your roommate prior them moving in</li></ul>