6. Competitive Analysis

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| --- | --- | --- | --- | --- | --- |
| **Features** | **Zillow** | **Trulia** | **Realtor** | **Redfin** | **Bay Real Estate** |
| Browse | + | + | + | - | + |
| Search | + | + | + | + | + |
| Save Favorites | + | + | + | + | + |
| Saved Searches | + | + | + | + | - |
| Post Listing | + | + | + | - | + |
| Search History | - | + | - | - | + |

+ Feature Exists; ++ Superior; - Does Not Exist

The real top competitors of our website are Zillow, Trulia, and Realtor, as these sites are listed at the top in most visited real estate websites. They share some important aspects that make it easy for users to search for homes; the features listed in the table above are some features that we want to match when compared with these competitors. Since we plan to include a way for registered sellers to post listings, Redfin is less of a concern, as it is more directed towards utilizing their own real estate agents rather than individual sellers. The table also shows that only Trulia has the feature of a search history, something we plan to add for the convenience of users. It is currently undecided whether we will be adding a Saved Searches function as the other sites have.