

Find Your Home

(Smart Property Dealing App)



Market Study Report

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1. Introduction

The real estate sector is one of the fastest-growing industries globally and in Pakistan. However, the buying, selling, and renting processes often remain inefficient due to manual record-keeping, agent commissions, and lack of digital platforms tailored for local markets.

The **Find Your Home (FYH)** mobile app aims to digitalize property dealing by providing a **centralized platform** where property owners and tenants/buyers can connect directly without the intervention of middlemen.

2. Industry Overview

- The **real estate sector in Pakistan** contributes significantly to GDP (approx. 2–3%).
- Urbanization and population growth are increasing demand for housing.
- Post-COVID trends show a surge in **digital adoption**, with more users relying on online platforms for property searches.
- Competitors like **Zameen.com** and **Graana** dominate the large-scale property market, but there is a lack of **mobile-first, localized apps** for small to mid-level buyers and sellers.

3. Target Market

3.1. Primary Users

Property Sellers / Landlords

- Individuals selling/renting residential and commercial properties.

Property Buyers / Tenants

- Young professionals, students, and families searching for affordable homes.

3.2. Secondary Users

- Real estate investors interested in market insights.
- Small-scale property agents who want a digital platform to reach more clients.

4. Market Needs

The following gaps exist in the current market:

1. **Agent-Free Transactions** → Current platforms rely heavily on property dealers, adding commission costs.
2. **Localized Mobile App** → Many platforms are web-first, not mobile-first.
3. **Real-Time Assistance** → Lack of chatbot/AI for FAQs and price prediction.
4. **Data Security & Transparency** → Users want verified listings and safe data storage.

5. Competitive Analysis

Competitor	Strengths	Weaknesses	Opportunity for FYH
Zameen.com	Strong brand, large database, national reach	Website-first, agent-dependent, less personalized	Provide simpler, agent-free, mobile-only platform
Graana	Secure listings, better UI	Limited features for direct buyer-seller chat	Add chatbot + AI-powered price prediction
OLX Pakistan	Free listings, wide reach	General-purpose, not real-estate focused	Provide specialized, property-only features
Local Facebook Groups	Easy access, free	Scams, no authentication, poor UI	Provide secure verified platform with login/authentication

6. Market Trends

- **Mobile-first adoption** → Over 70% of Pakistani internet users rely primarily on mobile devices.
- **Rise of PropTech (Property + Technology)** → AI, chatbots, and predictive analytics are entering real estate apps.
- **Shift to Secure Platforms** → Users are more concerned with scams and fake listings; verified platforms are in demand.
- **Youth Market** → Millennials and Gen Z prefer **apps over traditional agents**.

7. SWOT Analysis

Strengths

- Simple, user-friendly mobile-first solution.
- Integrated chatbot with price prediction.
- Secure database with Firebase authentication.

Weaknesses

- New entrant, no brand recognition yet.
- Limited to Android users initially.
- Local deployment only (no global server).

Opportunities

- Huge untapped middle-income housing market.
- Partnerships with local builders and universities (student housing).
- Expand to commercial property listings.

Threats

- Strong competition from established platforms.
- Risk of fake users or fraudulent property postings.
- Dependence on Google API & Firebase pricing models.

8. Marketing Strategy

1. **Digital Marketing:** Promote via social media (Facebook, Instagram, TikTok) targeting property buyers/sellers.
2. **University & Community Outreach:** Market the app for student housing and rental communities.
3. **Partnerships:** Collaborate with housing societies, builders, and brokers.
4. **Freemium Model:** Free listings for individuals, premium verified listings for builders/agents.

9. Market Potential

- **Total Addressable Market (TAM):** Millions of property seekers in Pakistan.
- **Serviceable Market:** Initially urban centers (Karachi, Lahore, Islamabad).
- **Expected Adoption:**
 - Year 1: ~5,000–10,000 downloads (pilot phase).
 - Year 2: Expansion to multiple cities.
 - Year 3: Monetization via ads, premium listings, and partnerships.

Conclusion

The market study indicates a **strong demand** for a **localized, mobile-first, agent-free property dealing app**. While established competitors dominate large-scale property platforms, the **Find Your Home** application can capture niche markets by focusing on **affordability, security, and AI-driven assistance**.

With proper marketing and scalability, the app has the potential to become a competitive player in Pakistan's growing **PropTech industry**.