nexthome
from nextdoor

Discover your next neighborhood

Find your apartment, sign your lease, and meet
your neighbors — all before move in.

**Proposal by Natalie Powell**

Executive Summary

Finding a great apartment is only half of the challenge. Next, you have to make your new place your home by meeting people in your community. With **Nexthome**, do all of this and more without ever leaving your (current) home.

The Problem

There are numerous tools available to search for apartments, but a home isn't just about the square footage, nearest public transportation stops, and the included amenities; **a home is about the neighborhood**. It is already challenging to connect with neighbors after moving to a new city, and now with Covid-19 social distancing guidelines, it is even harder to feel at home in a new community.

The Solution

Nexthome is an apartment searching extension to the existing neighborhood social media site, **Nextdoor**. Nexthome matches future residents with a neighborhood and apartment that fit their needs, and then helps them **integrate into the community** by networking with their future neighbors on Nextdoor — all **remotely**, before even seeing their apartment in person.
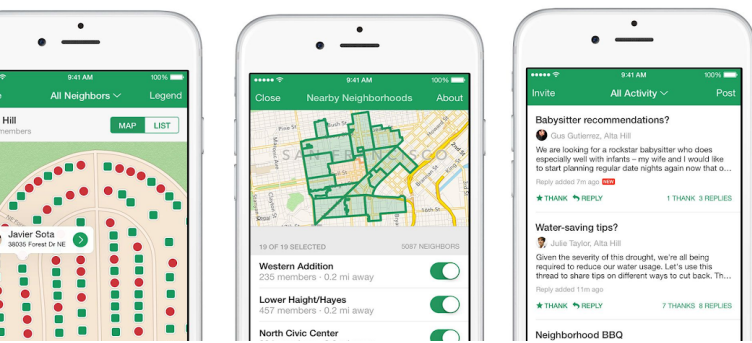
About Nextdoor

"**Nextdoor** is the world's largest social network for the neighborhood. Nextdoor enables truly

local conversations that empower neighbors to build stronger and safer communities...Today, neighbors rely on Nextdoor in more than 237,000 neighborhoods around the world."
–Nextdoor, Inc

Nextdoor already has a Real Estate searching feature; however, it includes only for-sale homes within the registered user's neighborhood. The user is unable to access the listings unless they are already a member of the neighborhood — this would be little help to prospective residents moving from out-of-city.

Key Features for Nexthome MVP

Build a profile, get matched with neighborhoods

The user answers a few brief questions to assess living preferences and priorities, and then Nexthome recommends neighborhoods to fit their needs.
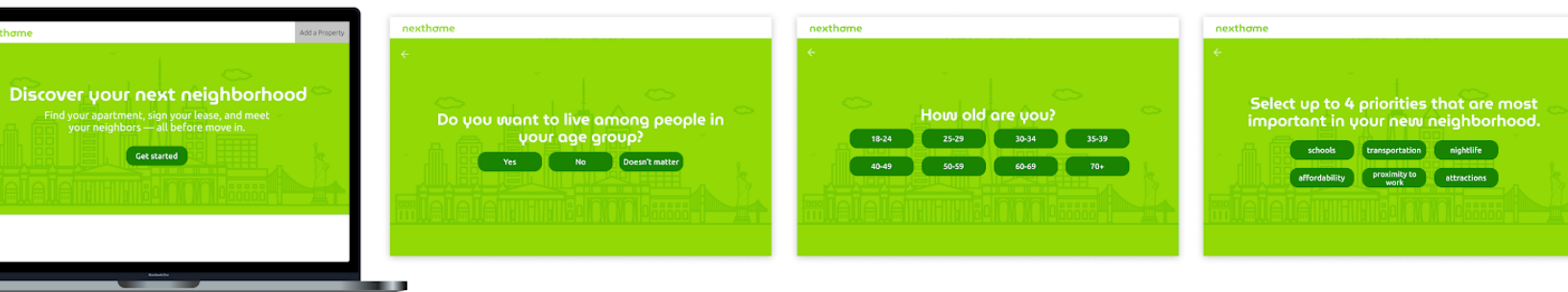
Neighborhood profiles

➔ **What's around here?** Highlight closeby points of interest, including schools, transportation retail, dining, nightlife, and community centers
➔ **Demographics, crime, and tax information.** Our partnership with the local government allows us to give users insight into the ages, ethnicities, and occupations of community residents, as well as critical safety information
➔ Neighborhood's public feed on Nextdoor
➔ Photos of central locations

Landlords and agents: list a property

Landlords and real estate agents can easily list their property and share the listing on the neighborhood's Nextdoor feed

Property profiles

➔ **Property basics.** Square footage, bedrooms, bathrooms
➔ Amenities
➔ Landlord contact information

➔ Google Maps embedded map
➔ The more information the lister adds, the higher it will be in search results

Video and 360° property tours

How would you choose an apartment without ever seeing it? In order for a landlord/agent to list a property, they must include a video and/or 3D tour.

Search with specific criteria

Narrow down property results with filters such as price, number of bedrooms, number of bathrooms, square footage, amenities, proximity to public transportation, etc.

Remote lease/mortgage signing

Users must be able to do the whole apartment search process remotely — including signing for a place. Landlords/agents must agree to this policy upon listing and provide the necessary documentation.

Meet your new neighbors on Nextdoor

Prospective residents can explore public posts on a neighborhood's Nextdoor feed and post questions on the *Potential Neighbors* feed. After signing, future residents have access to their neighborhood's full Nextdoor profile, including the *New Neighbors* feed.

New residents:
➔ Introduce yourself on the New Neighbors feed
➔ Direct message neighbors on your block/floor (if they have this option enabled)

Existing residents:
➔ Be notified when someone new is moving into your neighborhood
➔ Allow new neighbors on your block/floor to direct message you
➔ Send housewarming gifts (without disclosing anyone's address)
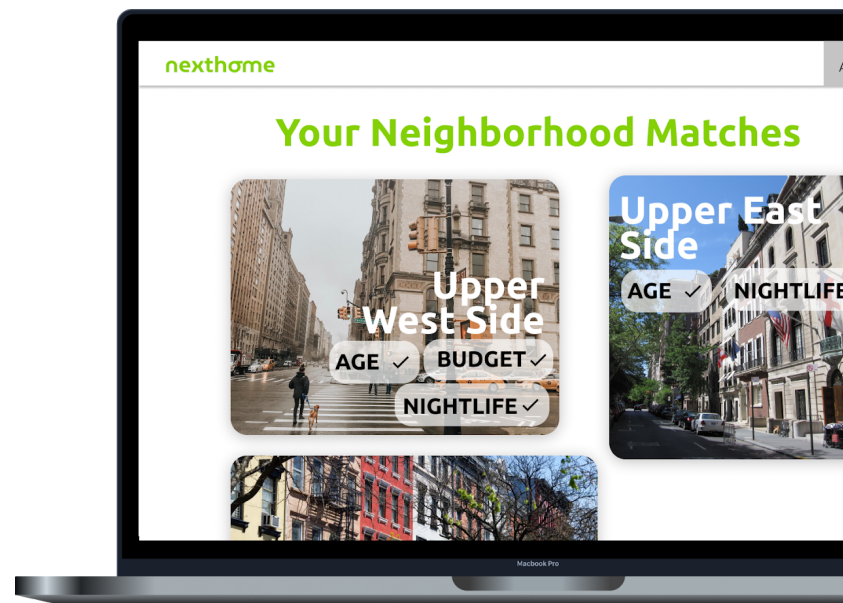
———— Improvements for our second version

Rental Management Portal

To make Nexthome a one-stop-shop for leasing, it would be nice to provide landlords and tenants the tools to communicate and exchange rent payments. We should first focus on lease signing and community integration, though, so we may hold off on it.

Roommate matching

It would be great to integrate roommate matching questionnaires directly into Nexthome to foster an even closer community. However, since prospective residents can already post roommate inquiries on the *Potential Neighbors* feed manually, this feature can wait a bit.

Target Market

Target Users + Common Use Cases

- ➔ People moving to **unfamiliar** city
  - ◆ Especially **young** people (ages 18-29), who move most often
- ➔ People who wish to meet neighbors and **develop friendships before to moving**
- ➔ Moving to a new city during the Covid-19 **pandemic**
- ➔ Building friendships with neighbors while abiding by social distancing guidelines

Launch Location

We will **launch in New York, NY**, as NYC already has 61 established Nextdoor neighborhoods. NYC neighborhoods have distinct personalities and resident geographics, which will make for a diverse first set of neighborhood profiles.

Expansion

Nexthome **can easily expand to wherever Nextdoor is, and beyond**. After launching the MVP in NYC, we'll look into some key success metrics and then choose where to go next. Nexthome can easily transition to including single-family homes, as well, as Nextdoor is also available in those neighborhoods.

Marketing Strategy

Leverage Nextdoor's User Base

- ➔ Upon their next login, notify current Nextdoor users of Nexthome's launch
- ➔ Advertisements of Nexthome's property listings alongside Nextdoor's feed
- ➔ When Nextdoor user creates post with keywords, such as "looking for new apartment" or "apartment for rent," display pop-up asking if they wish to list/search for properties on Nextdoor
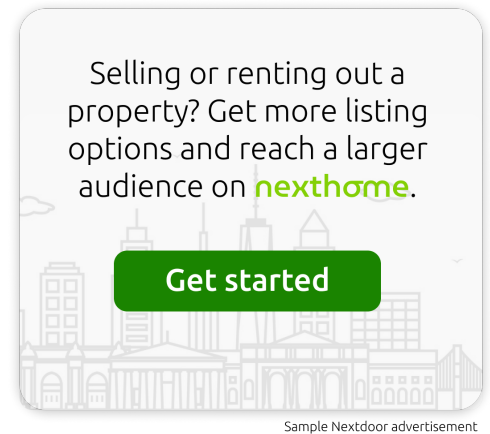
With 1 in 4 U.S. households already registered on **nextdoor**, **nexthome** can easily become a household name.

Integration into Local Community

→ QR Code sticker "View this property on Nexthome" on door/window of an available property
→ Endorsement from local government

Advertisement on other social medias

→ Target younger groups and working professionals that are more likely to move to cities

Selling or renting out a property? Get more listing options and reach a larger audience on nexthome.

Get started

Sample Nextdoor advertisement

Competitive Landscape

Trulia Neighborhoods	Neighborhoods.com	Apartments.com
Leverages reviews from locals to provide insight into neighborhood look and feel, safety, proximity to points of interest, and community sentiment.	Recommends neighborhoods to users based on a short questionnaire about budget, location, and apartment size preferences. Highlights points of interest, walkability, and schools in each neighborhood.	The largest and most popular apartment hunting site. Extensive information about each individual property (with less emphasis on neighborhoods and communities).

Why Nexthome? How will we compete?

→ Of its competitors, Nexthome is the **only** product that enables future residents to **connect with their neighbors**, pre- and post-move in.
→ Nextdoor is already a widely popular product, which gives Nexthome a leg-up in building a user base

How Nexthome will make money

→ Landlord/agent can pay to have their listing show higher in search results
→ **Advertisements** for nearby businesses within neighborhood profiles
→ More traffic to Nextdoor.com = more views on Nextdoor.com advertisements
→ Tenant pays us an **initial signing fee** (5% of their monthly housing payment) at time of down payment/security deposit
→ Landlord/agent pays **initial listing fee** (10% of property's monthly rent)

How we will build Nexthome
Luckily, Nextdoor already exists.

Task	Difficulty	What is involved	Est. timeline
UI/UX Design	●●●○○	- Each property listing includes a *lot* of information, and it is challenging to display it all in an informative, yet attractive way - Wireframing, mock-ups, functioning prototype	~1 month
Frontend Development	●●○○○	- General framework copied from Nextdoor - Must build property and neighborhood profiles from scratch - Not very difficult, but time consuming	1-2 months

Backend Development	●●●●○	- Design and maintain **database schemas**
		  - Store neighborhood, property, and user information
		  - Google Places API for nearby points of interest
		  - Local government for demographics, crime, tax information
		- **Search algorithm** to factor user's preferences into neighborhood and property recommendation(s)
		- **Integration into Nextdoor**
		  - Build feed summary widgets to include on neighborhood profiles
		  - Links to Nexthome on Nextdoor, and vice versa
			1-2 months

Testing	●●●○○	Test all functionalities and make necessary improvements	2-3 weeks

Measuring Success

➔ **What is the conversion rate of Nextdoor to Nexthome users, and vice versa?** This will tell us how many Nexthome users are conversing with their communities, and also how well our reciprocal marketing is doing.

➔ **What percentage of Nexthome searchers ultimately sign a lease?**