# RentEasy

#House and Shop Renting is Easy Now all over India.

# PROBLEMS

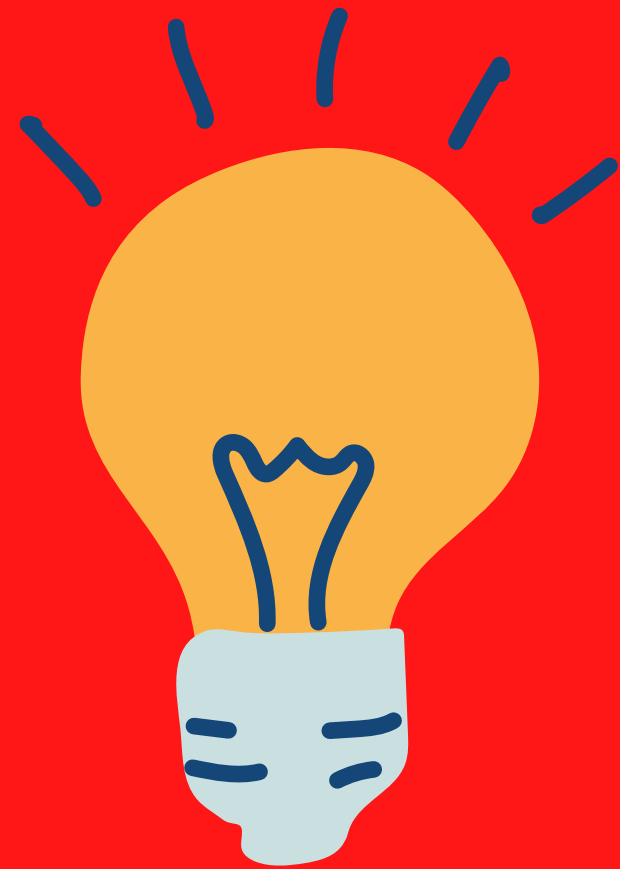Facing by House,Shop Owners and Renters(Tenents).

# Problem 1

Finding a House or Shop for Rent in India offline became difficult task.

# Problem 2

Waste of Time, Money and Energy for Tenents.

# Problem 3

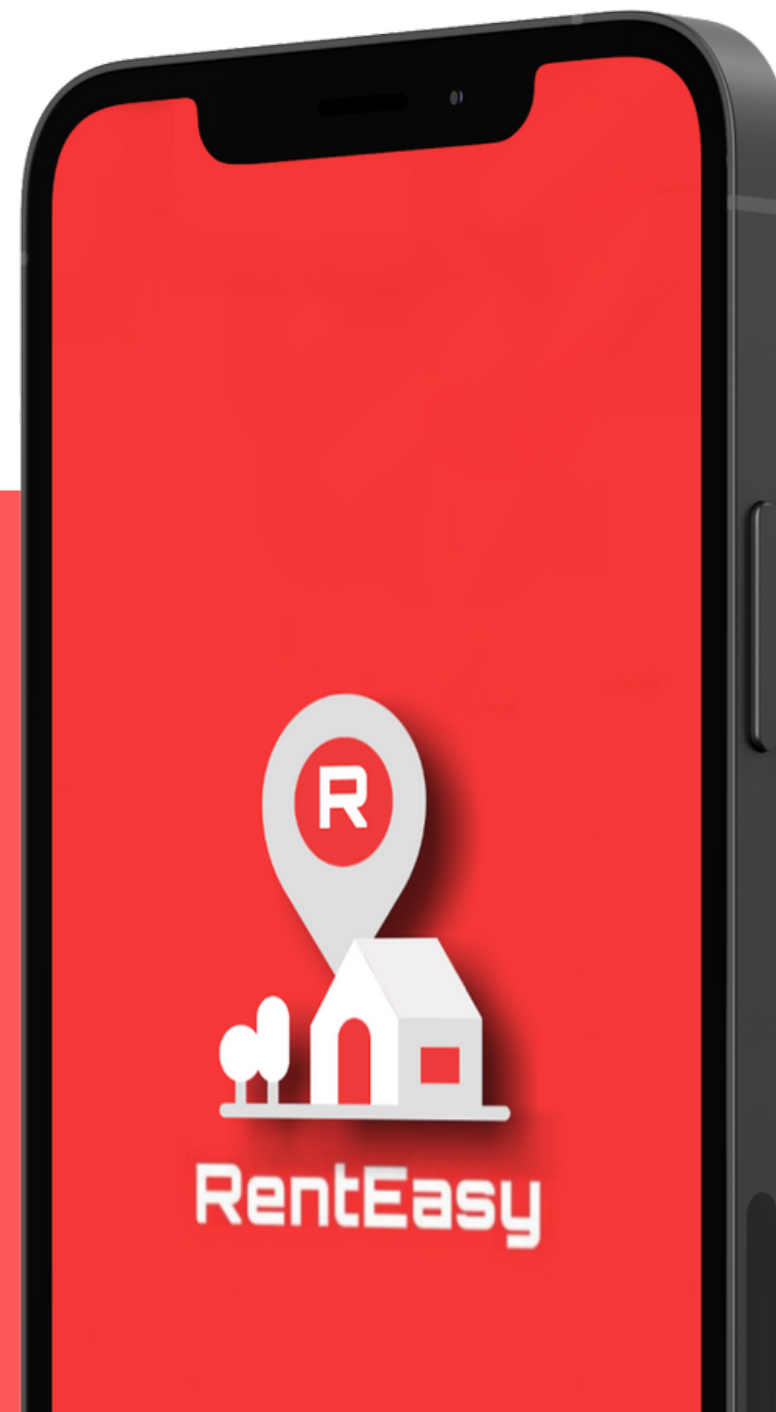Owners are Losing there Rent due to no Tenents.

# SOLUTION

An android app where the Owner of House or Shop can post their property to get Tenents. And Tenents can find Properties for Rent for Free. And Users can Pay Rent Online.

# RENTEASY

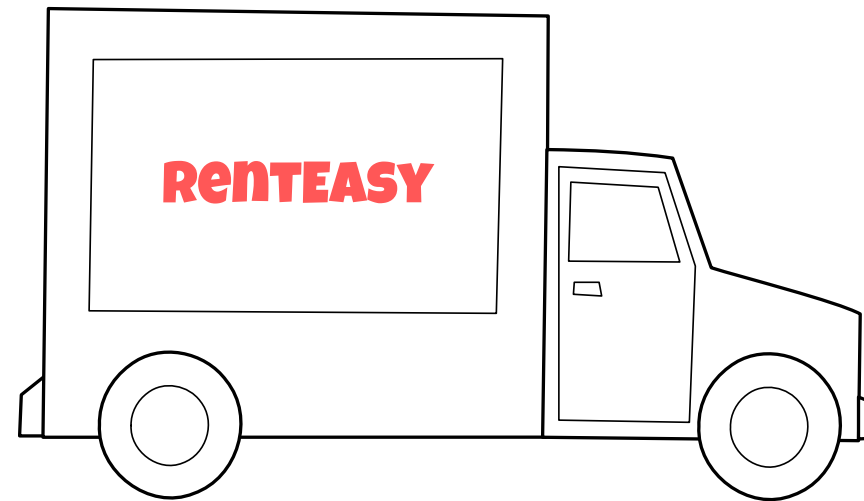All in One app for House and Shop Renting in India.

# App features:

Find House & Shops for
Rent any where India.

Post Property for Free.

Pay Rent Online Instantly with out
commission and get Rewards

RENTEASY

Rental agreement, home services,
Packers & Movers with tracking in
one click.( Upcoming New Features)

# Birth of RentEasy

Many Indians facing the problems on finding a house or shop for Rent. I had Noticed this problem from my relatives. Then I decided to build RentEasy to solve this problem.

Started building on october 2019

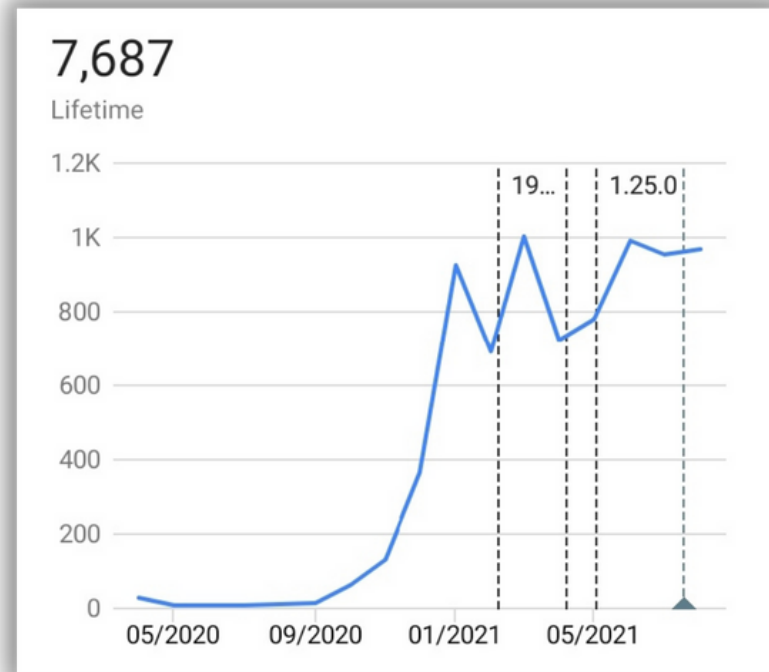Published in Play store on 1st April 2020

# Reason 1

Before any other apps RentEasy should reach #1 app for house and shop Renting in India.

# Reason 2
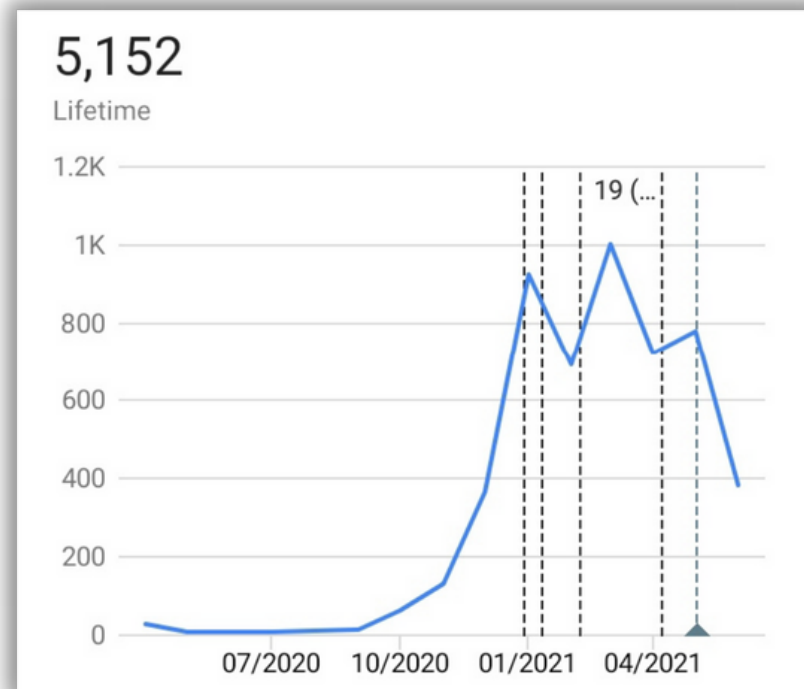
Everyone is depending on Smartphone in day to day life,

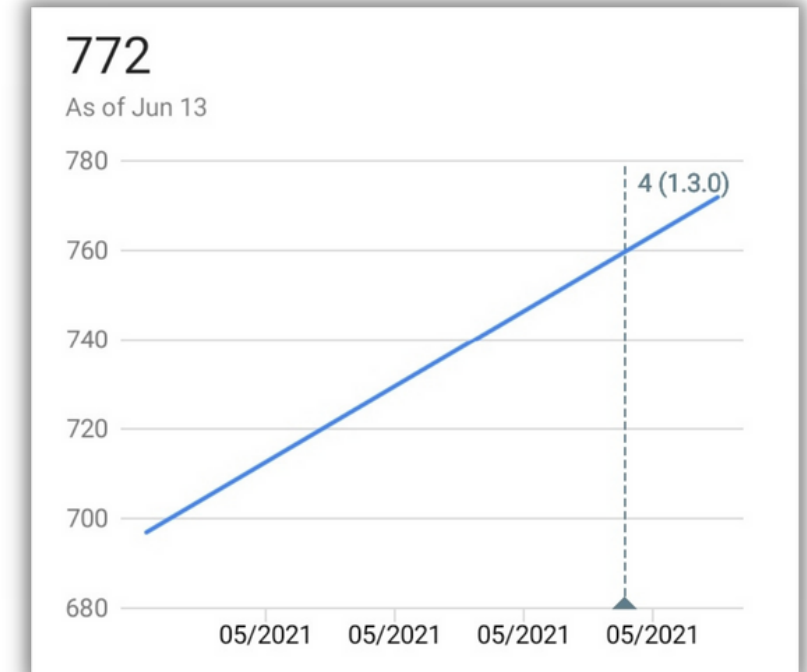# TIMING

# App Statistics



**Total Installs**

7687 Installs as of 1 September 2021.



**Uninstall Rate**

5152 Uninstalls as of 1 September 2021.
67% of users lost.



**Monthly Active Users**

772 Active Users on January 2021.

The Uninstall rate is high because the content or Properties in the servers is very less.
And the users only need this app when they are shifting their house so uninstall rate is high and active users are less. To overcome this we are trying to update and addict user to pay rent using app but need to reward user to pay rent using RentEasy.
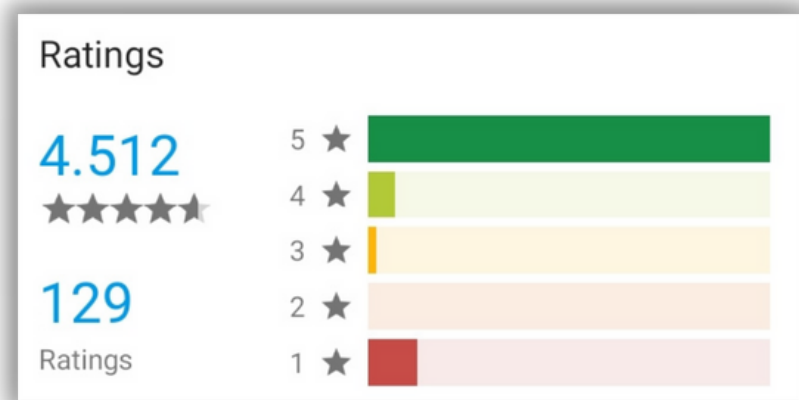
# Ratings & Reviews



# Store Users Acquisitions

This is from where renteasy getting Users like google play search,third-party referrals,play store explore. And this also depends upon the playstore screenshots,video,Icon,app description.



Totally there are 350+ Properties from all over India has posted in the app. All the users and properties are generated **Organically** with ASO & SEO and social media marketing. We didn't spend any money on promoting or developing this startup.

# TARGET MARKET

Who are the people need this app?

# Target Market (Renters)

People who's age is from 20-60 majorly Men and from who are in Middle class.
And nearly ~40% of population in India.

# Target Market (Owners)

People who's age is from 30-60 mostly men and who are in Upper Middle class.
And nearly 25-30% OF population in India.
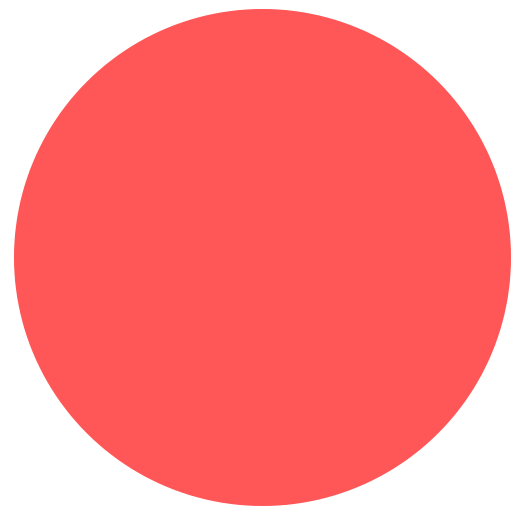
**~100 Million+**
Total Available Market (TAM)
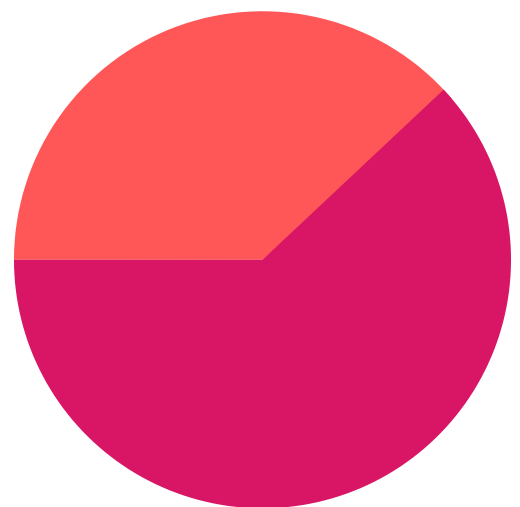
**62 Million+**
Serviceable Available Market (SAM)
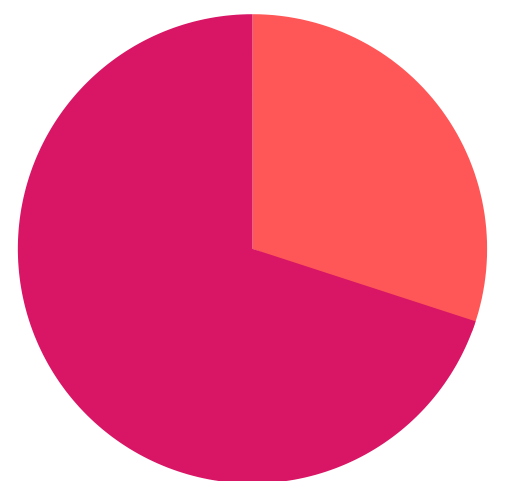
**30 Million+**
Serviceable Obtainable Market (SOM)

# Size of the Market

Estimated size of the targeted users for RentEasy.
Calculated from Source : Census India & Internet.

# Major Competitors :

**Housing.com**
House Realestate app
5M+ Installs

**Magic Bricks**
House & Shop Realestate app
10M+ Installs

**No Broker**
House & Shop Realestate app
10M+ Installs

**99 Acres**
House & Shop Realestate app
5M+ Installs

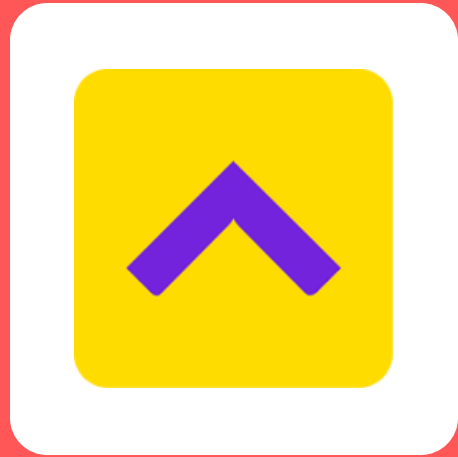| Features | Housing | No Broker | Magic Bricks | 99 acres | RentEasy |
|---|---|---|---|---|---|
| Who can use the app. | Only Cities | Only Major Cities | Only Major Cities | Only Major Cities | All over India |
| Subscriptions or in-app purchases. | Yes | Yes | Yes | Yes | Yes, but Optional |
| Is properties uploaded by agents or brokers. | Yes | No | Yes | Yes | No |
| Commission for connecting Users. | Yes | No | Only by agents & brokers | Only by agents & brokers | No |
| House services like Rent pay,Packers & movers etc.. | Yes | Yes | Yes | No | Yes, but in a unique way called **One click house shifting.** |

# Competitive Advantages :

## Advantage 1

RentEasy not only for Major cities it's also for cities,small cities,Towns and Villages.

## Advantage 2

Other Competitors are only paid services. But RentEasy is based on Ads.

# Competitor Approach

## Approach 1

As soon as possible we need to add houses & shops which are at areas where the compititors are not there.

## Approach 2

We can Reach our users by ASO and Referal System.

## Approach 3

Events, partnerships, ads on Tv and social Media etc.. are the other efective ways to reach users.

# Business or Revenue Model

Totally there are 5 Revenue generating ways from RentEasy. But currently first two are Implemented.

## All Revenue Generating Ways :

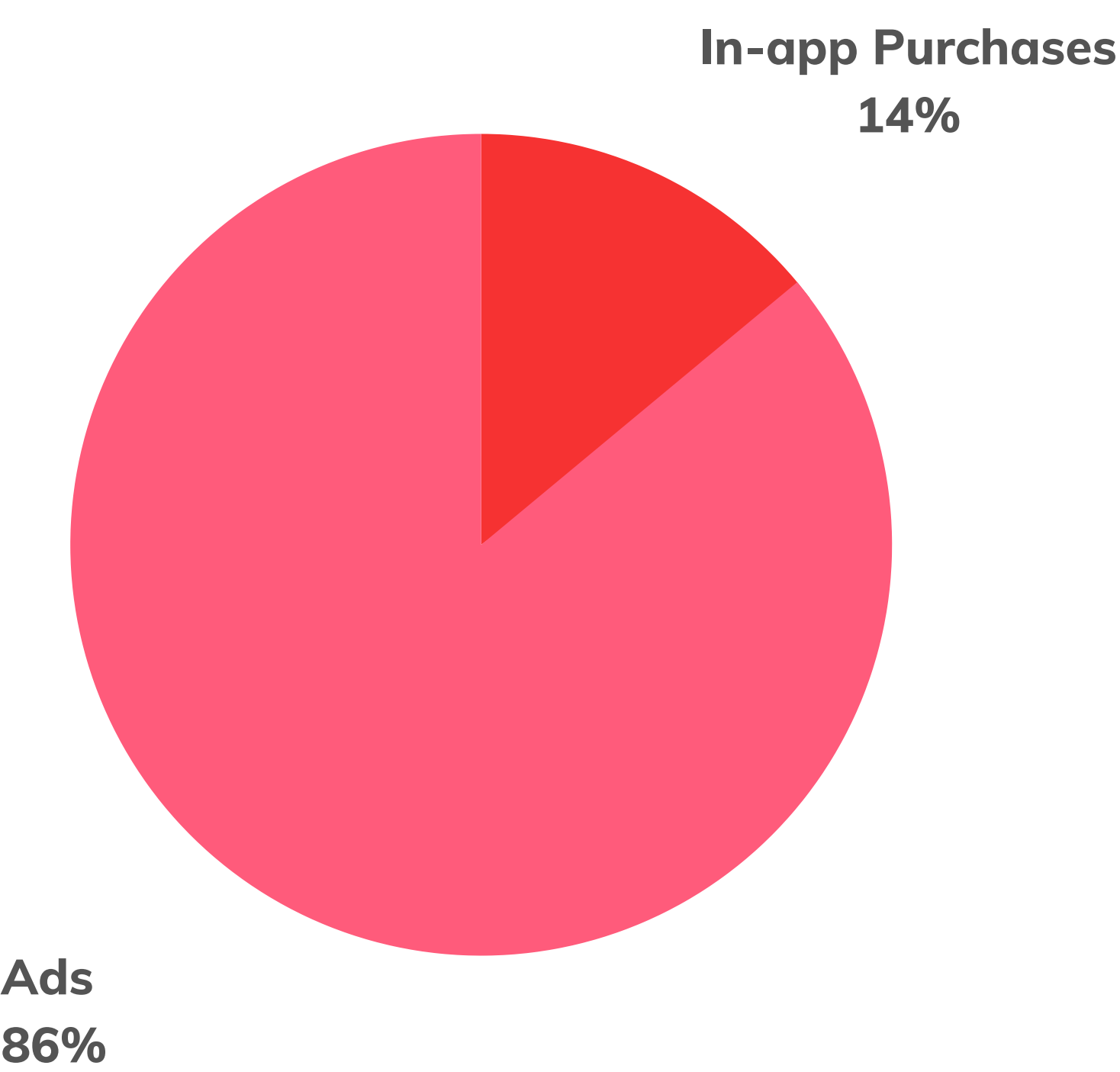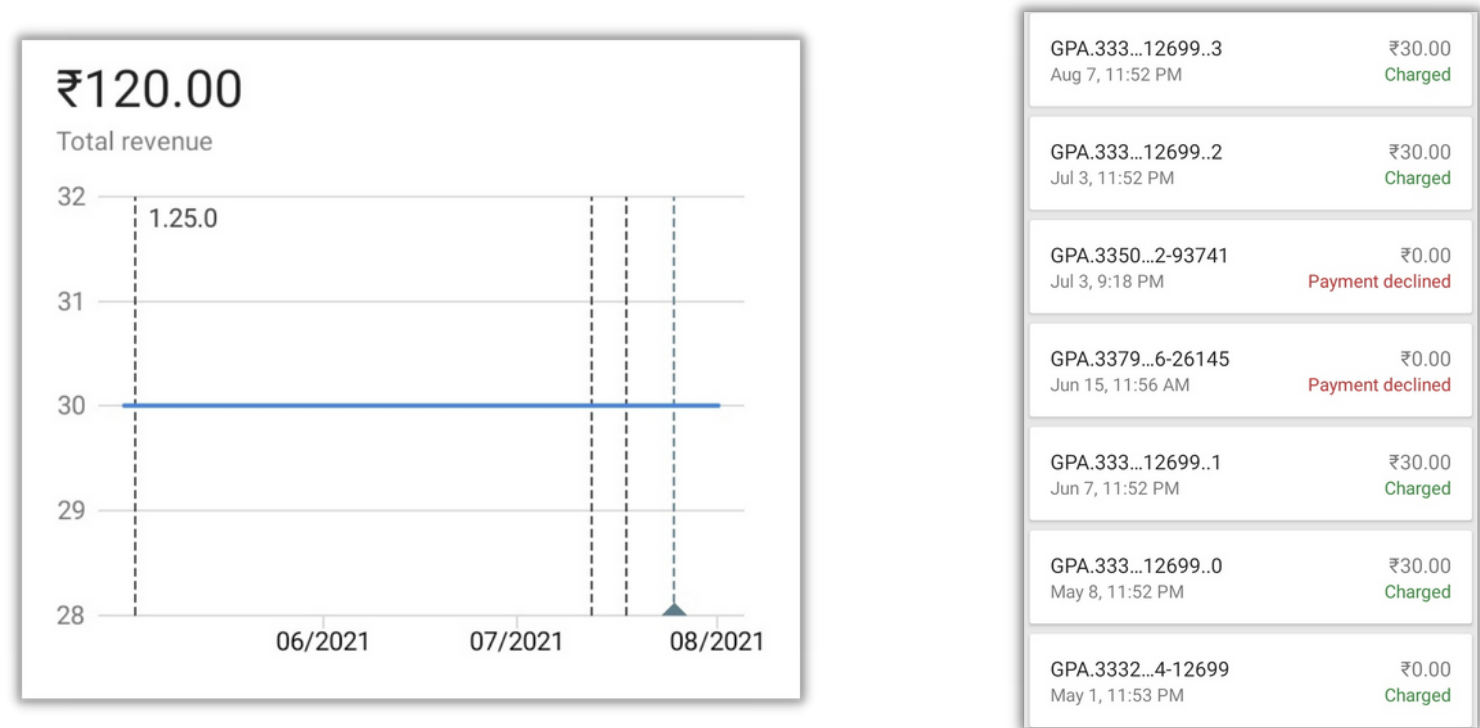1. Google Admob ads placed in the app.

2. In-App Purchases to block ads & paid features.

3. Promote Property for house owners.

4. Rewards Affiliate Marketing (rewards given for users when they pay rent).

5. House Shifting Services like rental agreemnet, packers & movers.

# Current Revenue

## Revenue from Ads
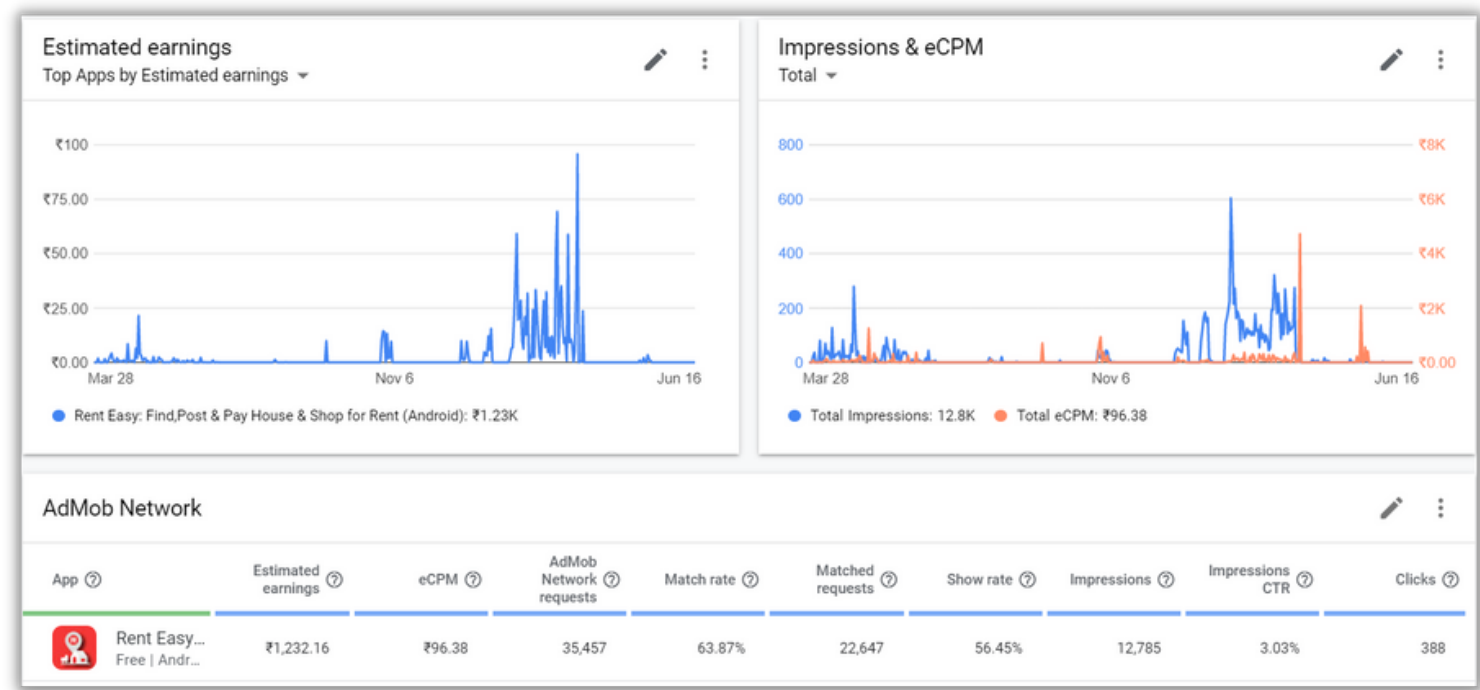


## Revenue from In-app Purchases



**In-app Purchases**
**14%**

**Ads**
**86%**

# Future Updates & Expantions :

## New Features & Plans

New features like Share property, liked properties, properties for lease, property rating & review, property pre-booking, home cleaning & reparing services. And paid features like Renter Alert for Owner, Verify property,360 degree view, filters, block ads etc..

## One click House Shifting

Contacting Owner,rental agreement,home cleaning & painting services with packers and movers. With One click our team will do all these services while house shifting and users(renter & owners) can track this process in the app. By Providing this services we will charge the user.

## Pay Rent Offers & Rewards

This is already avilable but there are less no.of rewards. We can start doing affiliate marketing with the reward coupons. Percentage offer on monthly rent payment using and credit or debit card for festivals with terms and conditions.

## RentEasy Expantion

RentEasy for IOS and other app stores with local languages because more features & platforms then more users & Revenue. But first need to Implement New features and gain users, revenue so then we can go for ios and other platforms.

# Investment Usage :



New Features
36%

Ads & Marketing
54%

Manitenance
10%
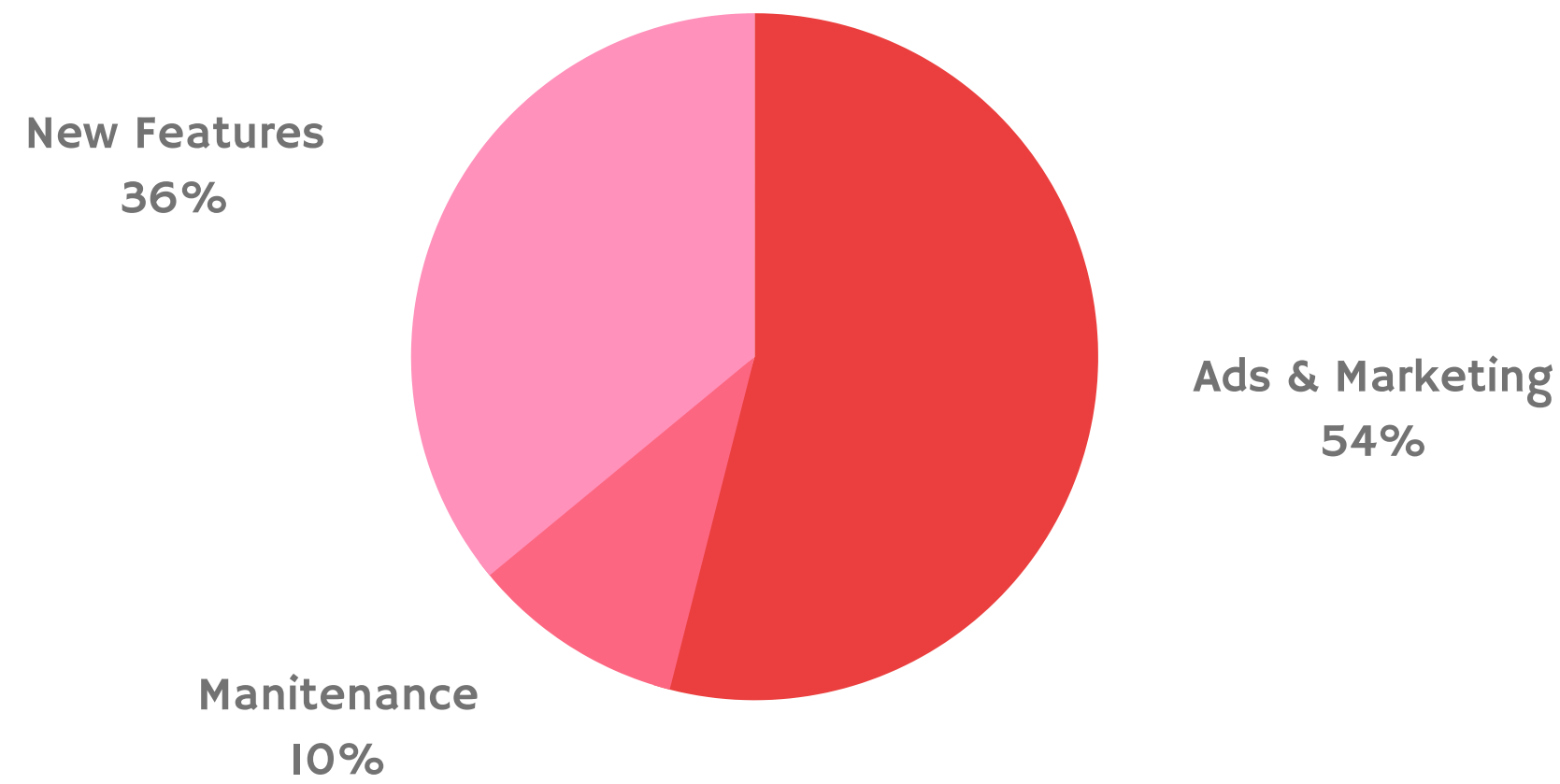
**Investment Needed :**
~INR 10 Lac.

**Equity Offering :**
~10%-15%.

These are Estimated Funds & Usage for the first round. Goal is to implement new features, gain properties(content) & users to generate Revenue.

# Conclusion :

RentEasy is great solution for House and shop renting in India. Other than Big cities like Mumbai, Hyderabad, Pune, Delhi etc.. There are many cities & small cities & towns in India. Nearly more 15Million+ houses and 5M+ shops for rent in India as of 2011. The only thing that is lagging behind is Marketing, Advertising and awareness in people. We can over come this with good marketing strategies. One click House shifting is also a good & unique feature.

**Nikhil Keetha**

Founder,CEO,App developer,Marketing &
Bussiness Manager at RentEasy.

# The Team

**Vishnu Kumar Saini**

Android app Developer at RentEasy.

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