

India's Rental Marketplace.

Problems faced by renters.

1. Unable to find their needs for rent in the nearby area.
2. Wasting their time, money & energy while finding offline.
3. Unable to pre-book rental needs which are in high demand.

Problems faced by owners

1. Lossing a vast amount of money due to no tenants.
2. Cannot find a way to make a passive income.
3. Spending more money on advertising, But here they can post an ad for free.





SOLUTION

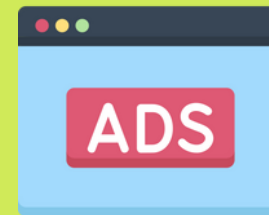
An android app that connects owners and renters online.
Renters can contact genuine owners directly.
Owners can post unlimited ads for free.

App features



Search

1. Find houses, shops, cars, bikes, and function halls for rent.
2. Search up to 5 cities in India.
3. Know all details of the rental needs.



Post Ad

1. Post unlimited ads for free.
2. Manage, edit, and turn off active status anytime.
3. Get direct calls from renters.



Pay Rent

1. Pay rent directly to your owner.
2. Auto rent-debit using credit/debit card.
3. Rewards on every rent payment.

Not yet implemented.

App Statistics

12500+

Total Installs

As of June 2022.

67%

Uninstall Rate

As of June 2022.

500+

Active Users

per month

3.8

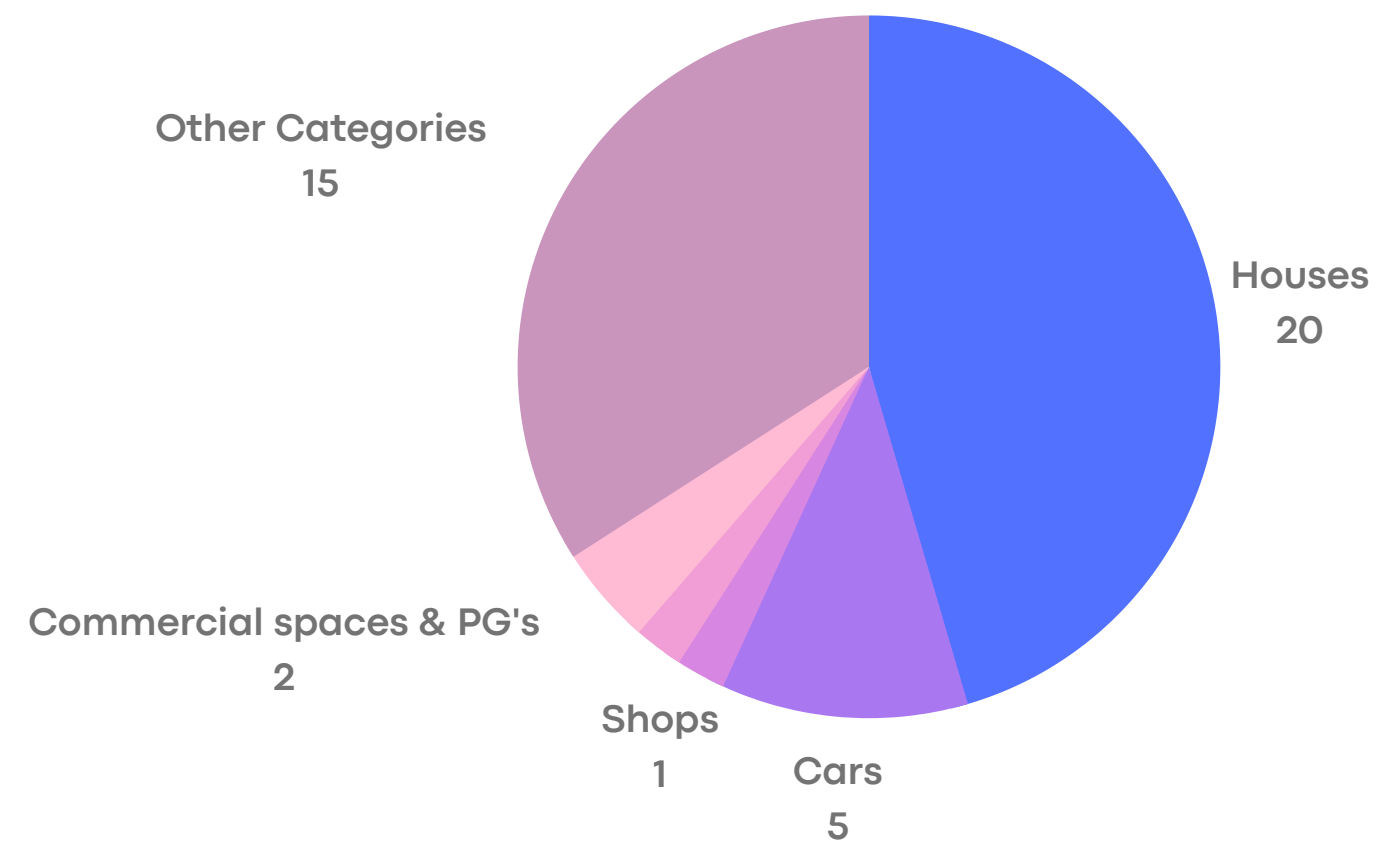
User Rating

As of June 2022.

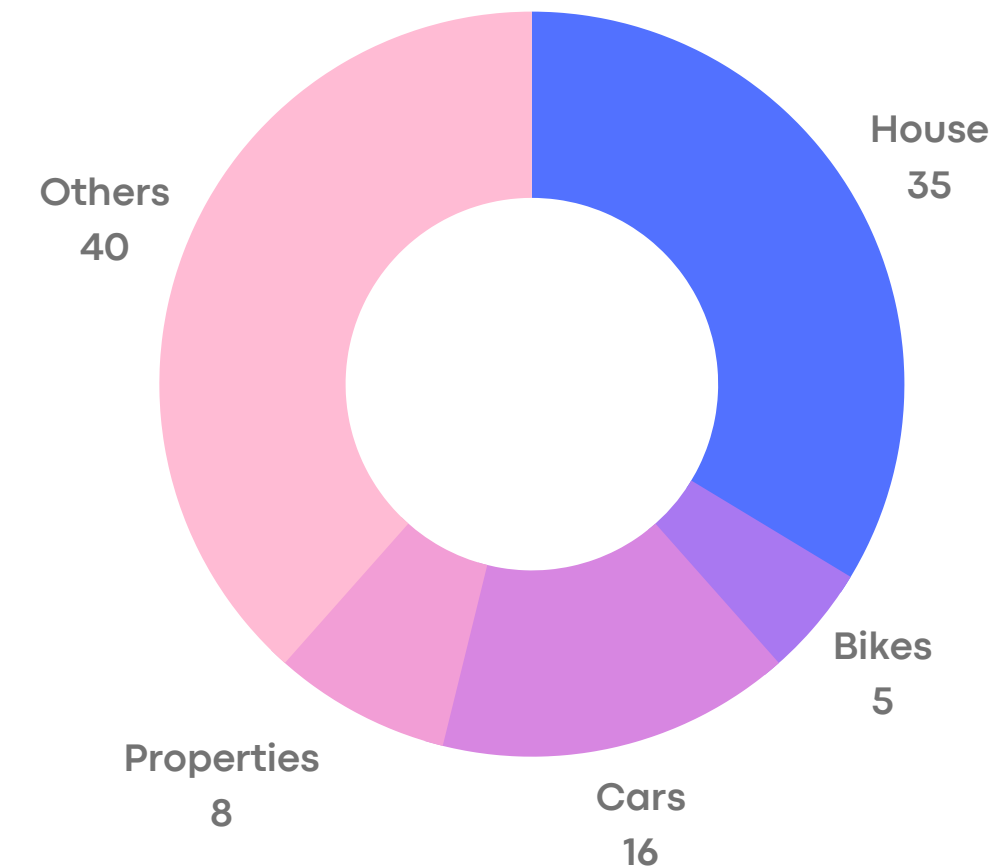
There are 600+ Ads from all over India posted in the app. All the users and ads/content are generated Organically with ASO, SEO, and social media marketing. We didn't spend any money on promoting/advertising this startup. The Uninstall rate is high because the content/ads in our servers are very less. Automatically the active user's count is also decreasing. And that impacts on the revenue model. So we are currently increase the content/ads in Top 5 cities.

#8 in rent apps.

RentEasy Market Size



Total Owners/content (TAM)



Total Renters (TAM)

The Total Serviceable Obtainable Market(SOM) is ~50 Million users.
Only in Urban India.



Business or Revenue Model

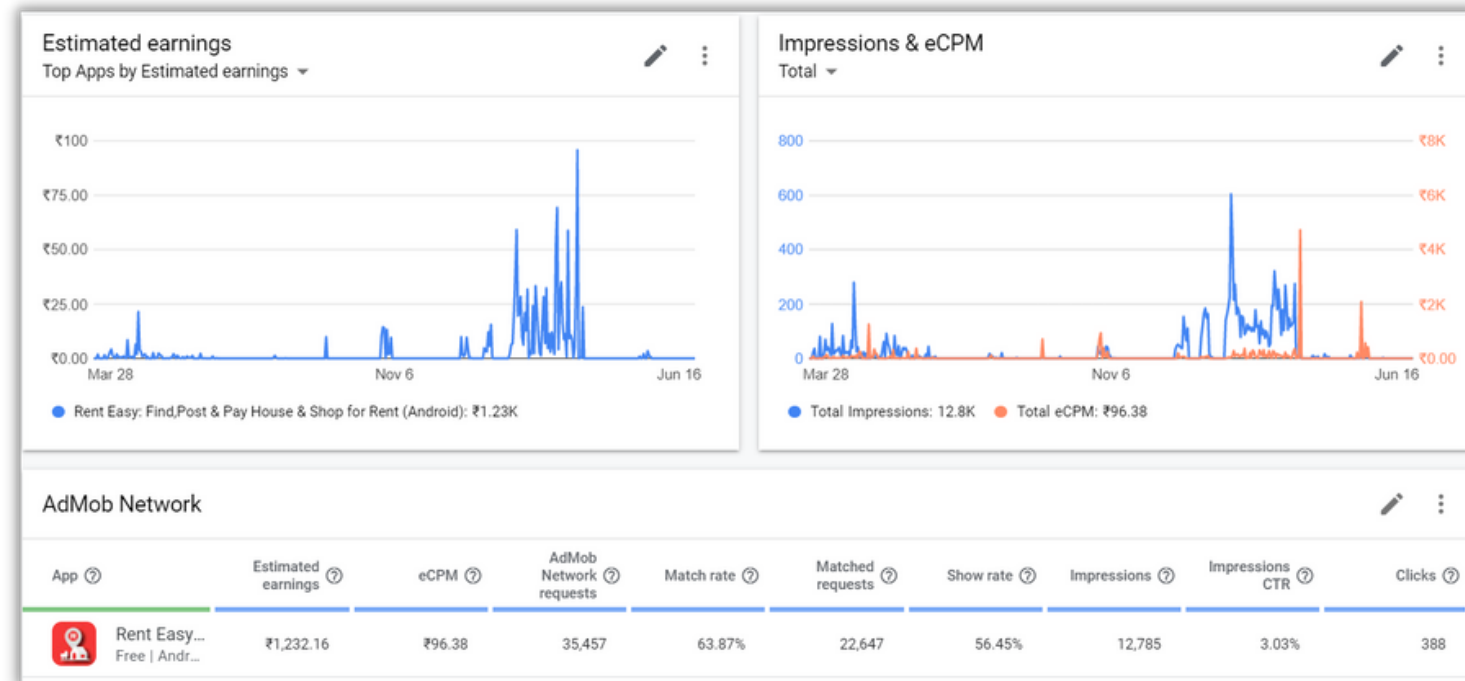
**There are 6 revenue-generating ways from RentEasy.
But currently, first two are implemented.**

All Revenue Generating Ways

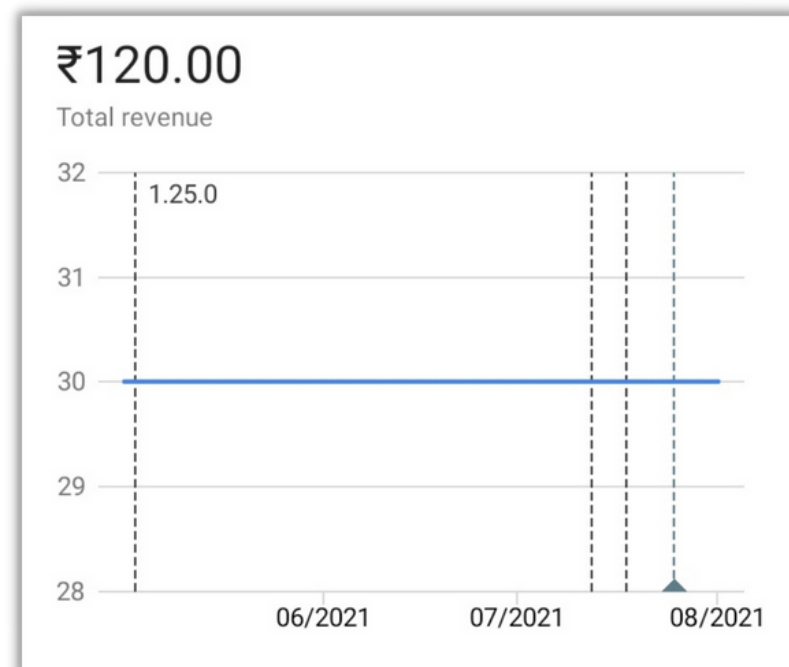
1. Google Admob ads are added in the app.
2. In-App Purchases to block ads & paid features.
3. Sponsored Ads for owners.
4. Rewards Affiliate Marketing (rewards given for users when they pay rent).
5. House Shifting Services like rental agreement, packers & movers.
6. Pre-Booking charges on rental in demand.

Current Revenue

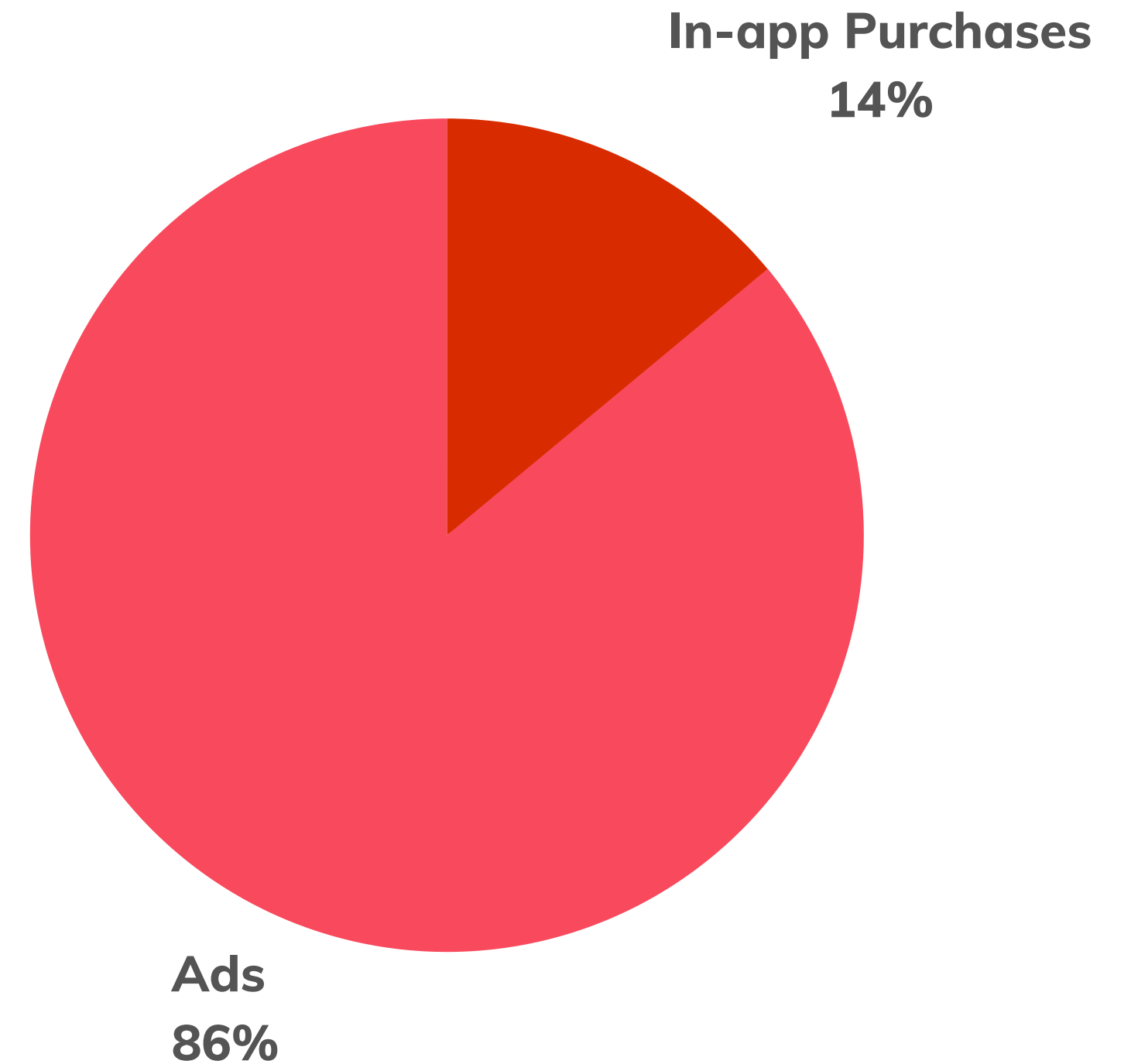
Revenue from Ads



Revenue from In-app Purchases



GPA.333...12699..3	₹30.00	Charged
GPA.333...12699..2	₹30.00	Charged
GPA.3350...2-93741	₹0.00	Payment declined
GPA.3379...6-26145	₹0.00	Payment declined
GPA.333...12699..1	₹30.00	Charged
GPA.333...12699..0	₹30.00	Charged
GPA.3332...4-12699	₹0.00	Charged



Future Updates & Expansion

New Features & Plans

New features like ads rating & review, pre-booking, home cleaning & repairing services. And paid features like Renter Alert for Owner, Verified ad, 360-degree view, filters, block ads, etc..

Pay Rent Offers & 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.

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 and while house-shifting user(renter & owners) can track this process in the app. By providing these services we will charge the user.

RentEasy Expansion

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

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Thank you.