**Update (1.30.0)**

**Re-Building RentEasy(App)**

* Build app in android studio
* Testing & Bug fixing & UI editing
* Beta update release & testing & fixing
* Update Release in playstore.

New Features :- Search using village name, notifications, share, delete, like, report, lease, contacting & engaging with owner via whatsapp after posting property, collecting renters data to make matches, pay rent with a payment gateway & and add more rewards also for inviting frnds.

**Website :**

* Design & build website using firebase as servers
* Test & fix bugs
* Buy a domain and pay hosting charges
* Publish website and do SEO.

New Features :-

* Find & filter properties
* To get contact details or to post property should install the app
* Sign in
* Testnomials
* Privacy policy, about us, contact us
* All details of app and all rewards
* Implement ads to monetize app and also all subscription details and payment page.

**Increasing App content**

**Organic (semi-paid)**

* ASO & SEO (do-again)
* Social media marketing
* Collecting reviews from owners
* Motivate owners to refer frnds
* Reach influencers like property adda YT channel & ask them to make a review video on renteasy & also feature in blogs like Top 5 apps for house renting.
* News, Interviews, Podcasts etc..
* Apply for startups & app awards
* Give offers & giveaways

**In-Organic (Paid)**

* Increase properties by paid workers.
* Collect owner details from To-let board photos
* Design & Makeads of all formats like videos & banner etc..
* Plan campagin for all platforms for marketing & prepare a budget for ads
* Advertize on Youtube, Facebook, google, newspapers, tv channels, flexi ads etc..

$ Design & run ads for only at Target Market & Areas

Also prepare Target Market Data

**Startup Development & Team**

* App Analysis, measure, optimize
* Analysis of Rental Market in India
* Increasing Good Revenue Models & Analysing Profits & Loses
* Competitors Analysis
* Auto chat bot for customer care
* Make app using tutorial video for youtube
* Customer care team
* Build virtual office or take co-working space.
* Develop server manager app for our team
* Divide the work for each team
* Explain every tasks for our team members
* Build community for “ TEAM RENTEASY “

**Legal Procedures**

* Consult Legal Advisor.
* Pay service taxes and no need to register a company till annual revenue turns 10lac+
* Apply for software copyrights

**Our Targets:** Installs: 1-2 Millions , currently: 12k

Active Users: 100-500k Monthly , currently: 0.519k monthly

Properties: 5Lac+ genuine content in 3-4 categories , currently: 583

Time: 1 year

**Revenue Ways:** 1)Ads 2)Block Ads 3)Promote Properties 4)Rewards Affiliate Marketing 5)One Click House Shift.