“Name the price” tool

* Buyers want to buy at the right price. Integrate with listing search sites and show recommended price.
* Sellers want to sell at the right price, sell faster, etc. depending on their situation. Use data to optimize a price based on the seller’s priorities.
* Could be tool offered by listing services to attract more inventory

Get the best bang for your buck tool

* Buyers want to stretch their house dollar as far as they can given a set of criteria. Properties can be underpriced compared to comps, or be good value now in a gentrifying neighborhood. You can get leading data by looking at the types of transactions going on in the neighborhood (fewer foreclosures, houses being bought by more people with standard not sub prime loans…)
* Could be tool offered by listing sites to attract more inventory

Smart buy/sell (or rental) online marketplace

* Combining some of the needs/ideas from above…
* Buyers want to get the most for their dollar, find the exact thing they want to buy
* Sellers want to get the most for their property, find buyers who value what their property offers
* Agents want to maximize deal amount for maximum commission
* Match buyers with properties optimized for X criteria to buyers who value X criteria as well to create a more efficient marketplace (or help agents do it to not cut them out)
* Redfin, Zillow, and other sites are using generic data not to the specificity that is needed to fully optimize for both sides of marketplace

SMB services marketplace

* contactors, designers, property managers want to sell services to property owners, get new deals, also maximize profitability of deals and get more deals done in a given span of time
* very specific purchase window typically for their services, good leads and hitting those leads at the right time is everything
* push API could let them “listen” for good leads
* historic data can help them plan demand better for seasonality, trends etc to plan hiring of temp workers
* spec sheet with relevant data pulled from APIs could help improve their RFP, help them estimate how much they should charge to make sure they reduce risk of the contract and plan out work if juggling multiple projects (e.g., old victorians in the area took X time to get a renovation permit, renovations when X months, got permits for these types of things like complete sewer line redo)

Crowd investment fund...or automated REIT

* investors want to make money in hot real estate market, diversify portfolio out of standard mutual funds and into real estate but do not have capital to invest alone, do not have expertise to invest alone
* create lower fee REIT model using data to drive transactions? no active fund manager? can crowd source across more investors, less selling/management fee
* see when listings come up, based on historical data and data on upcoming development projects, demographic changes (census data) can tell if good deal or not, offer bid on property as REIT in name of investors