



HOUSING.com

Group -10

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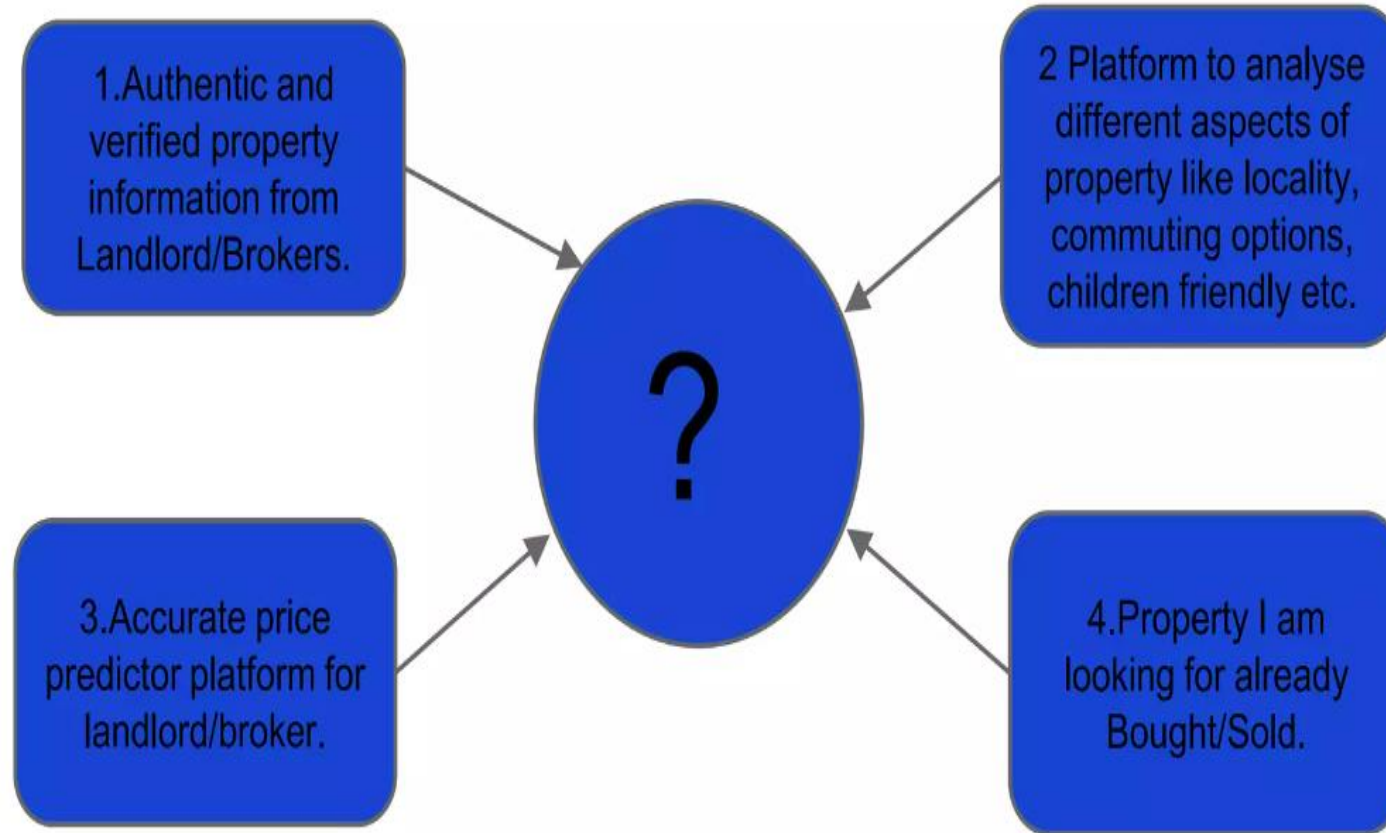
About Housing.com

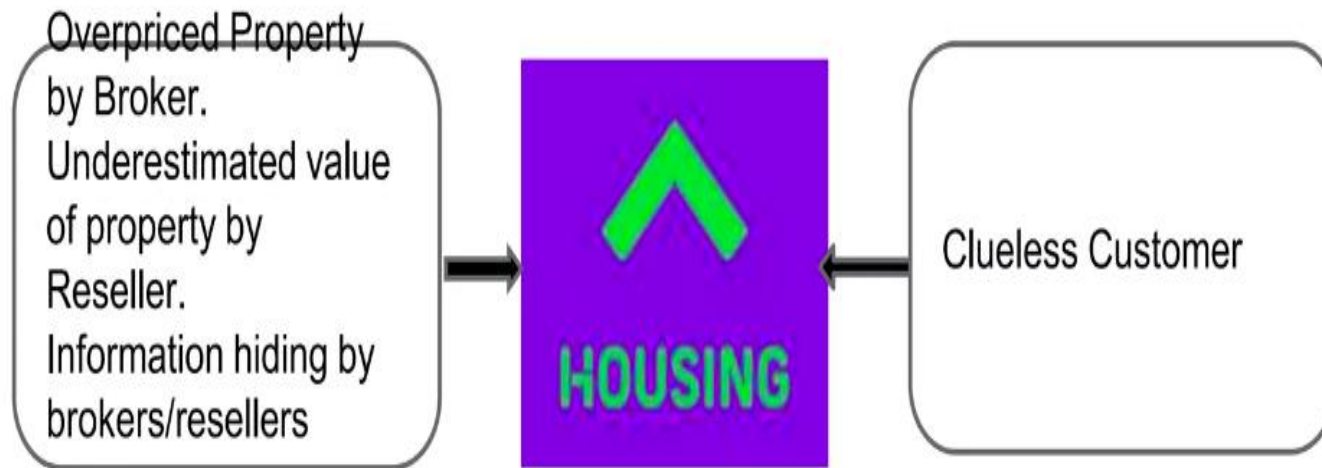
- Housing.com is a real estate search portal founded in June 2012 by a group of 12 students from IIT Bombay.
- Map based search which gives user an option to search for their property with their physical location being shown on maps
- Gives user an option to select nearby facilities, clicking on it will show them on maps along with its distance from that property

How it all started

- ▶ » Physical checking of the property and dealing with the owners was also quite a hectic task
- ▶ - Rahul Yadav and Aditya Sharma started searching for a house in Mumbai to stay after graduating.
- ▶ » limited amount of information were available on the properties listed online
- ▶ Housing.co.in was born in 2012 which was later renamed to housing.com in 2013 to increase its national and international

Challenges in Real Estate Rent/Buy/Resale Business





FEATURES

Map based search Map

- ▶ Map based search which gives user an option to search for their property with their physical location being shown on maps.
- ▶ It also gives user an option to select nearby facilities, clicking on it will show them on maps along with its distance from that property

Price heat map

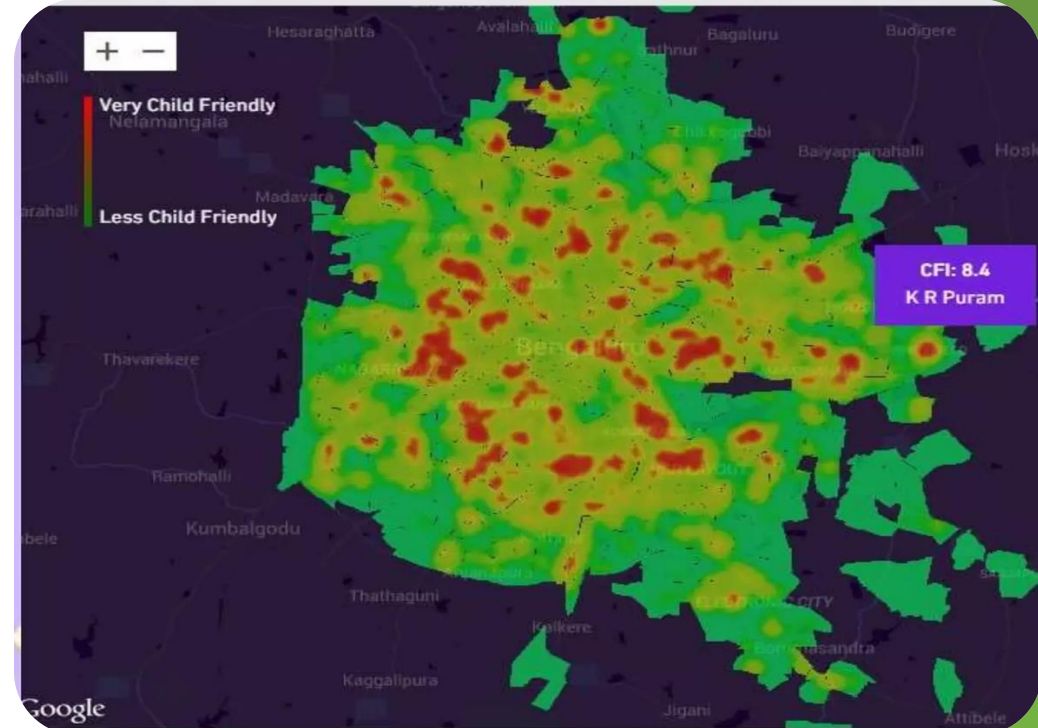
- ▶ Price heat map is also an Innovative areas which uses google maps feature to show areas having high demand

Heat map



Child Friendliness Index (CFI)

- It is a map based feature showing areas which is more suitable for children.
- Based on factors such as number of Schools, proximity to Schools, parks and other factors like recreation and peaceful environment.



3D Visualisation

- Gives a perfect visualization by presenting a 3D view of the apartment, section, floor or a particular flat.
- Simplified house hunting by giving enriching and interactive user experience



2

1

3

2

4

1

4

No Previous Flat

Next

4 BHK Apartment - ₹ 6,00,000 p.m.

8.7

Great Locality

Good Society

Fully Furnished

Report


Say Hello to **Housing Lifestyle Rating**: your guide to the perfect house with the perfect lifestyle. HLR grades property according to its location, amenities, neighbourhood and connectivity
Scoring a good house was never this easy!
[Read More >](#)

> 9	Excellent	
8 - 9	Great	✓
7 - 8	Good	
4 - 7	Average	
< 4	Poor	

Commute

Neighbourhood

Grand view Living Room



Exclusively on Housing

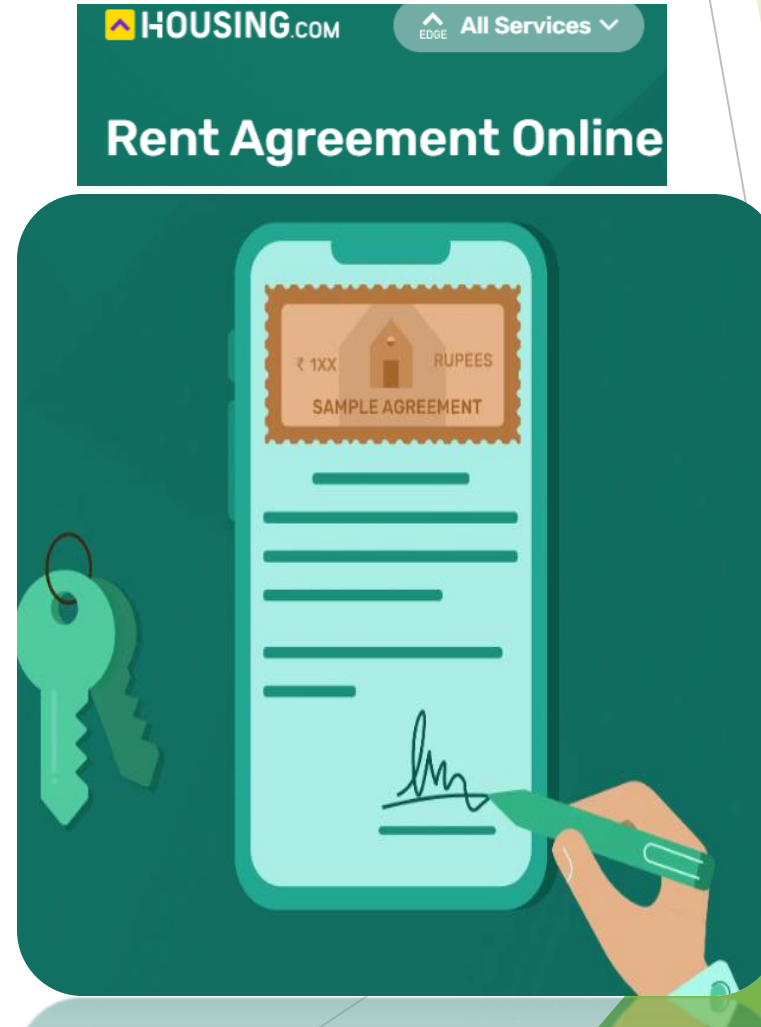
Contact Agent

Shortlist

Share

Online rental agreement service

- Allows users to create a rental agreement online and get the physical copy delivered to their homes.
- The customers just have to fill in the information about the parties involved in the deal , rent, property details etc.



SWOT ANALYSIS



- First Mover Advantage
- Managing Regulations and Business Environment
- Robust Domestic Market that Housing.com Listings Operates in
- Strong Brand Equity and Brand Awareness
- Superior product and services quality



- Track record on environment consideration is not very encouraging
- Organization Culture
- Lack of critical talent
- Regional Market Presence



- Growing Market Size and Evolving Preferences of Consumers
- Lucrative Opportunities in International Markets
- Digital Marketing
- Developments in Artificial Intelligence



- High Competition
- Government regulations and policies
- Increasing bargaining power of buyers
- Market saturation

4Ps of Marketing Housing.com

Product

In the case of Housing.com, the product refers to the online platform itself and the range of services it offers to users. This includes:

1. property listings
2. property search features
3. virtual property tours
4. neighborhood insights

Pricing

Cost Base Pricing

Value Base Pricing

Market Penetration Pricing

Market Skimming Pricing

Good Value Pricing

Competition Based Pricing

Place

Place or Distribution Channel is a set of processes through which Housing.com Listings delivers its products to the customers.

There are two major Channel of Distribution:—

1. Channel Design
2. Channel Management

Promotion

Housing.com uses five communication tools:

1. existence of the product
2. Price of the Product
3. differentiating features of the product
4. places where people can buy the products
5. how consumers can effectively use the products or services

The four generic competitive strategies

Cost Leadership

- Housing.com can focus on achieving cost leadership by offering its services at a lower cost compared to competitors.
- By offering competitive pricing, Housing.com can attract price-sensitive customers.

Differentiation

- Housing.com can differentiate itself from competitors by offering unique features and services .
- include providing innovative technology-driven solutions, such as virtual property tours or advanced data analytic

Cost Focus

- In cost focus a Housing.com: Marketing a Service Offering can seek a cost advantage in its chosen segment in each category.

Differentiation Focus

- In Differentiation strategy Housing.com: Marketing a Service Offering can differentiate itself in a target segment in its industry.



VRIO Analysis of Housing.com

Resources	Value	Rare	Imitation	Organization	Competitive advantage
Financial Resources	yes	no	Yes	Housing has sustainable financial position	Competitive Parity
Brand awareness	yes	yes	no	Company has utilized its leading brand position in various segments	Temporary Competitive Advantage
Supply Chain Network Flexibility	yes	yes	yes	Fully utilized	Sustainable Competitive Advantage
Opportunities for Brand Extensions	yes	no	Yes	Brand extensions will require higher marketing budget	Competitive parity
Listings Strategy	yes	no	Yes	Yes, company has organizational skills to extract the maximum out of it.	competitive parity

Marketing Strategies:

- ▶ **Print Media Marketing**
- ▶ **Social Media Marketing**
- ▶ **Instagram- Housing.com**
- ▶ **Content Marketing**
- ▶ **Data Science Lab**



Business Model

► Brokerage Model

- They started off online Brokerage website at the very early stage and they made very good revenue from it.









► Marketplace Model

- After some problematic issue on Brokerage model, they changed it on Marketplace model providing people authentic information of houses and connected lot of houses in the website

Revenue model

- revenue model is subscription based where landlords, agents, developers, land owners buy display on the site.
- They charge INR 5,000 for its 6 months subscription pack and INR 8,000 for an annual subscription.
- Advertisements
- Packages to be given along with listings to resorts, and so on
- Tie up with furnishing studios, furniture retailers, interior designers, etc.

Funding and Expansion of Housing.com

Announced Date	Transaction Name	Number of Investors	Money Raised	Lead Investors
Feb 29, 2020	 Corporate Round - Housing.com	2	\$6.6M	Locon Solutions
Nov 22, 2016	 Venture Round - Housing.com	1	\$5M	SoftBank
Jan 21, 2016	 Venture Round - Housing.com	1	\$14.7M	SoftBank
Nov 19, 2014	 Venture Round - Housing.com	1	\$100M	SoftBank Capital
Jun 19, 2014	 Venture Round - Housing.com	3	\$19M	Helion Venture Partners, Qualcomm Ventures
Jun 4, 2013	 Seed Round - Housing.com	1	\$2.5M	—
Mar 13, 2013	 Angel Round - Housing.com	1	—	Haresh Chawla
Feb 14, 2013	 Angel Round - Housing.com	8	—	Zishaan Hayath

Imposed Questions

How do you think housing.com create value through its innovative products?

- Generally value for housing refers to the perceived benefits and worth that a housing product or service provides to customers.
- It includes factors such as the size, layout, amenities, location, and convenience of the property.
- They focused on Providing best service.
- **Security against fraud.**



HOUSING.COM Buy In Kanpur ▾


🔍 Kanpur Nagar D... ✕ + Add

Property Type ▾ BHK Type ▾ ₹0 - ₹5.00Cr ▾ Sale Type ▾ Possession Sta... ▾ More Filters ▾ Save Search

Home / Flats for Sale in Kanpur Nagar District Last Updated: Jun 17, 2023

Showing 1 - 30 of 1091
Flats for Sale in Kanpur Nagar District
Looking for Property in Kanpur Nagar District? 100% Verified Properties.[Read more](#)

Sort by: Relevance ▾




₹55.0 L EMI starts at ₹29.13 K ★ Premium

6 BHK Independent House for sale in Daheli Sujanp... [Share](#) [Heart](#)

Daheli Sujanpur, Kanpur

Build Up Area 603 sq.ft Avg. Price ₹9.12 K/sq.ft

A 6 BHK Independent House for sale in Daheli Sujanpur, Kanpur. P... [Read more](#)

AD 


Anurag Dixit
Owner
Updated 6 weeks ago

[View Phone](#) [Contact](#)

OFFER zero brokerage, free registration,...

- User friendly interface
- Verified sellers
- Better search filter
- Detailed property listing

🔍 | 🔍 Post property **FREE**



Rudra Solitaire ★

2, 3 BHK Apartment in Mainawati Marg Kanpur

₹ 65.57 - 95.2 L

2 BHK Apartment



Carpet Area
729.69 - 805.03 sq.ft. (67.79 - 74.79 sq....)
₹ 65.57 - 70.84 L

3 BHK Apartment

Carpet Area
1,010.62 - 1,106.85 sq.ft. (93.89 - 102.8...)
₹ 86.51 - 95.2 L

✓ The most luxurious project by Rudra Group ✓ Rooftop infinity swimming p... ▾

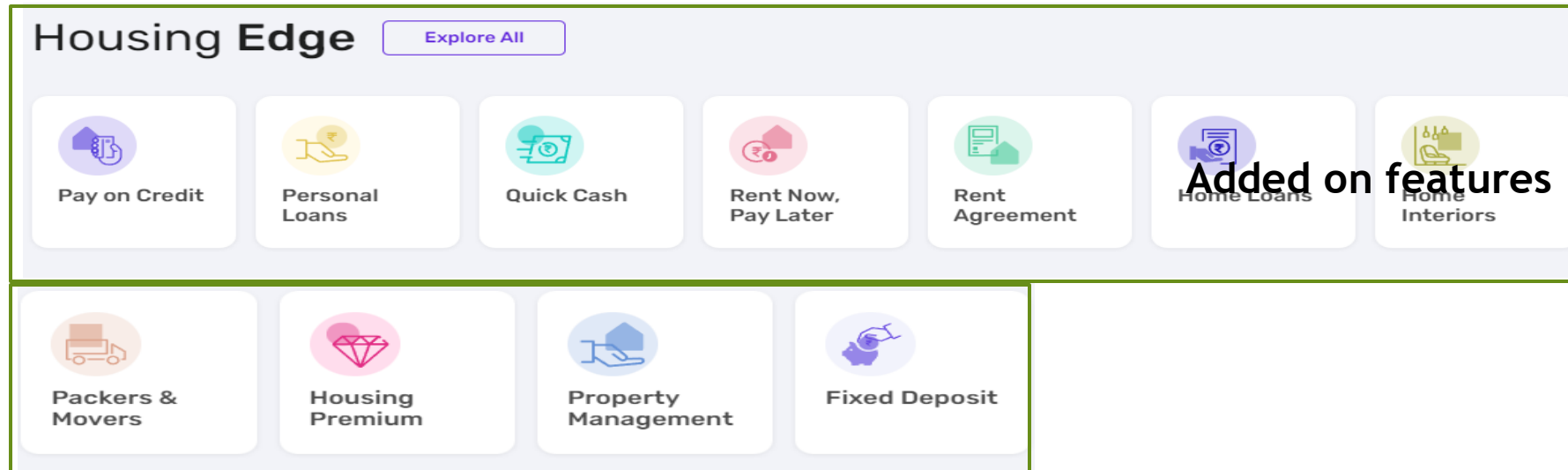
No Brokerage [3D Floor Plans Available](#) +10 Top Facilities

[Brochure](#)  [View Number](#) 



How the service provided by housing.com is different from others?

They were first to introduce these features to the real estate market and that what made them different from others.



- User friendly interface
- Verified sellers
- Better search filter
- Detailed property listing

Comparison between Housing and their competitors

	<i>Housing</i>	<i>Magicbricks</i>	<i>99acres</i>	<i>Makaan</i>	<i>Indiaproperty</i>	<i>Commonfloor</i>	<i>grabhouse</i>
<i>Interactive map view</i>	✓	✓	✓	✓	✓	✓	✓
<i>Map based nearby amenities</i>	✓	✓	✗	✓	✓	✓	✗
<i>New projects</i>	✓	✓	✓	✓	✓	✓	✗
<i>3D plan view</i>	✓	✓	✓	✓	✓	✓	NA
<i>Slice view</i>	✓	✗	✗	✗	✗	✗	✗
<i>360° interior view</i>	✗	✗	✗	✗	✗	✓	✗
<i>Price trends</i>	✗	✓	✓	✗	✗	✗	✗
<i>PGs/roommate</i>	✓	✗	✗	✗	✗	✗	✓

Problems faced by housing.com

- 1.Discoverability:- He experienced that searching for residence is a difficult and time-consuming task. And without brokers, this is impossible for one to find homes. He decided to make something that makes the discoverability of properties easy.
- 2.Lack of transparency:- There was a lack of transparency between brokers and home buyers. Customers used to experience a lot of issues within their homes after buying or renting them. There was no proper maintenance of the property or the society. And this encouraged Rahul Yadav to start a company that solve these problems and housing.com started.
- 3.Internal disputes.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern, layered effect on the right side of the slide.

Thank You