

CS 546 – House Rental Application Pitch Presentation





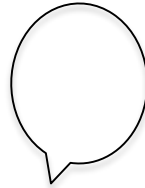
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Understanding the



- **Lack of Unified Platform:** International students struggle to find a single platform for house rentals, leading to a hectic search process.
- **Overreliance on Social Media:** The housing search is spread across numerous WhatsApp and Facebook groups, making it hefty.
- **Inefficient Communication:** The process involves engaging in countless conversations, often with slow responses and information that is not always relevant or up to date.
- **Time-Consuming Process:** The absence of a centralized platform extends the duration of the housing search, causing unnecessary stress and potentially impacting students' preparation for their studies.
- **Gap in Market:** Recognizes the unmet need for an application that bridges the gap between house owners looking to list their properties and tenants in search of housing.

Core Features of Our Application

- **Advanced Search Functionality:** Users can easily find houses with filters tailored to their needs, ensuring a personalized search experience. 
- **Detailed Property Listings:** Each listing provides comprehensive details along with photos, facilitating an informed decision-making process.
- **Favourites System:** Enables users to bookmark their preferred listings for quick access, enhancing the browsing experience. 
- **Direct Communication:** A built-in comment feature allows immediate interaction between house owners and tenants, simplifying negotiations. 

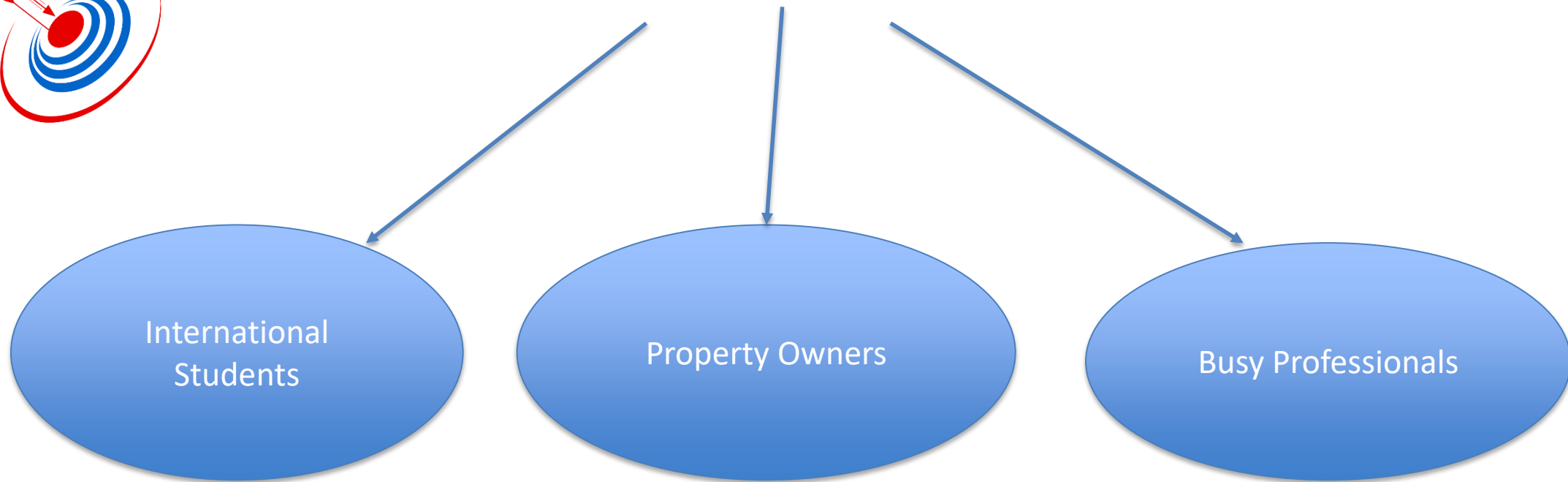
Exciting Additional Features

- **In-App Advertising:** Seamlessly integrates available listings as ads within the application, providing visibility to featured properties across various pages.
- **Lease Agreement Downloads:** Offers the convenience of downloading lease agreements directly from the property detail page, streamlining the rental process.
- **Social Media Integration:** Enables users to share their favourite properties on social media platforms, facilitating an easy way to seek opinions or advice.
- **Payment Handling:** Introduces the option to handle rent and deposit payments through the application, ensuring transactions are secure and straightforward.





Target users





Why Our Project Matters?

- **Fills a Market Gap:** We're stepping in where there's a real need for international students to find homes easily, making their big move to the States a lot smoother.
- **Efficiency:** Our app makes finding and listing homes easy. We've put everything you need in one spot, saving you loads of time.
- **Promotes Informed Decisions:** We're all about giving users the full picture. With detailed info on each property and comment options, users can make great choice.
- **Supports Community Building:** We're not just about houses; we're about bringing people together. Our platform helps house owners and international students connect, creating a friendly and supportive space for everyone.



Competitors and Why us?

- **Airbnb:** It is a go-to for students who need a place for a bit longer than just a holiday.
- **Zillow:** It's like the big market for house hunting in the States.

Why us?

- **Targeted User Experience:** It's made with the international students in mind. We get the challenges and have tailored everything to make the house hunting not just easy, but also relevant to what we really need.
- **Comprehensive and Detailed Listings:** We don't just throw the basic stuff like rent and a picture or two. Our listings give the full scoop about the facilities.

SWOT Analysis



Strengths	Weaknesses	Opportunities	Threats
Specialized Focus on International Students	Market Penetration to gain visibility	Partnerships with Universities, Colleges	Competition from big players

Conclusion

Our House Rental App is to make finding and listing homes easy for international students and property owners. We've built a solution that's simple, user-friendly, and right what you need. Joining our app means becoming part of a community that values convenience and connection. We're pumped for the future and keen to make our app even better for you.

