

Properly

Competitive Analysis

Four Direct Competitors & One In-Direct



These competitors were selected for analysis through comparative research. The applications were evaluated based on their **database size**, **searchability**, options for **agents**, **data reliability**, and **value**. Additional consideration was given to app reviews, **user-friendliness**, and their availability as native and web applications.

Redfin

Find homes first. Tour homes fast.

Key Objectives

To connect homebuyers with potential homes quickly and efficiently.

To attract home sellers with low listing fees.

To provide an affordable and user-friendly home buying & selling experience.

Overall Strategy

Redfin separates itself from the crowd with low listing fees for sellers and buyers (they also include a buyer refund). User reviews suggest the buying experience & contacting agents are pleasurable and seamless. They update their listings every 5 minutes so the database homebuyers are viewing is always up-to-date.

Market Advantage

Redfin separates itself from its competitors with a mission to help you sell or buy a home while saving you thousands in fees. They claim to save home buyers \$8,400 on average. They have their own agents who help guide buyers through the process.

UX Notes

- Beds select instructions: "Tap 2 numbers to select a range" very pleasing.
- User can select max time listed on Redfin
- Extended settings are massive

Trulia

Discover a place you'll love to live.

Key Objectives

Founded in 2005, and acquired by Zillow group in 2015, Trulia excels as search ability. Allows users to examine millions of listings nationwide using 34 map overall.

To provide users with the maximum possible data in their home search.

Overall Strategy

Trulia provides the best experience in terms of searchability. Has access to Zillow's database or 135 million homes. Within minutes, users generate an average of 18 to 20 events, or signals, about their intent or preferences. Trulia then uses these to serve custom content and drive engagement.

Market Advantage

Trulia is able to provide accurate and up-to-date information using Zillow's massive database. Provides pre-qualified financing and calculators for home buyers. They provide links to the listing agent for each property.

UX Notes

- Listings sorted automatically by recency
- Listings display "NEW - 24 MINS AGO" which drives engagement
- CTAs in red despite teal & purple branding - strange

Zillow

Find it. Tour it. Own it.

Key Objectives

Founded in 2006 by former Microsoft executives and founders of Expedia in Seattle, Washington. Provides users with ample information to research homes to rent & buy, and a platform for owners & agents to sell properties.

Overall Strategy

Zillow provides tons of information to new home buyers and sellers. It has a comprehensive article and blog compendium with buying advice, budgeting, step-by-step what to expect articles. The database is vast, and Zillow provides users with transparency when looking at home value, neighborhood conditions, and home features.

Market Advantage

Zillow dominates the real estate app market, and its name is to real estate what Google is to search engine.

UX Notes

- Zillow allows you to search with a partner or roommate by tagging & sharing your favorites
- Uses Zestimate algorithm (sometimes inaccurate)

Realtor.com

To each their home.

Key Objectives

Founded in 1996, it is considered Investopedia's most reliable home buying app because it is the official search portal for the National Association of Realtors. They operate as a tool to aid buyers, and agents who are looking to sell homes. Users can also utilize their features to assess their home's value before making a decision.

Overall Strategy

The app monetizes itself by farming home buyer leads and farms those out to participating agents who pay per zip code. It provides accurate information and is of course free to use by home buyers.

Market Advantage

Realtor.com listings include neighborhood noise level assessments, which is unique to them. They include much of the other living condition scores that other competitors are able to provide, as well.

UX Notes

- Only browser app that doesn't automatically display a map side-by-side to listings upon opening on desktop
- Displays posting time recency by the minute
- Inconsistent button types
- Users can hide listing from their search results

Airbnb

To each their home.

Key Objectives

Built around the idea that everyone should be able to take the perfect trip, including where they stay, what they do, and who they meet. They seek to empower millions of people to use their spaces, passions and talents to become entrepreneurs.

Overall Strategy

Allow hosts to list their properties for others to book stays that are agreed on by both parties, while charging a 16% listing fee.

Market Advantage

Airbnb has struggled with past poor publicity, but its platform provides a modern alternative to traveling via hotels. Instead, users can find homes to stay in which match their personality, or goals for their trip.

UX Notes

- Tucks away a long footer with inconspicuous button (but in a well-known location)
- Excellent design (UX and UI) - very clear money was spent to perfect this experience

Overall SWOT Analysis

Strengths • Users can set up comprehensive filters - best UX is Zillow • Some allow users to draw search radius on maps • Provide home value estimates & mortgage • User-friendly tech • Easy to contact agents • Can customize & calculate mortgage, property tax and insurance	Weaknesses • Agents are not always directly linked to property (like with Realtor.com) • Hard to keep options cleanly organized with sheer amount of data • Some apps will auto open native app on mobile even if user is intentionally using web app
Opportunities • Allow user to set up property search presences & apply to different areas • Allow user to set up custom notification settings • Partner search feature • Checkbox of certain amenities for filtering • Set up property requirements before browsing & allow user to easily adjust	Threats • User setting notification preferences (via email, new listings per day/week) • A consistent, modern, young brand with awareness of the difficulty of home buying process for millennials in the given economy • An application that can facilitate a superior filter & sort organization system

UX Take Aways

- Include **partner search** as modern home-buying economy almost necessitates this.
- Allow users to **draw map radius** - most apps begin on map for searchability (likely tested with copious research)
- Display **listing recency**
- Offer option to **hide** home from search
- Select two bed #s to set parameters

Additional Research Sources

Carmody, Brian. "Best Home Buying Apps." Investopedia, 17 June 2022, <https://www.investopedia.com/best-home-buying-apps-5079632>.