R.E.A.L.M.
Real Estate Application & Listing Manager

Sponsor: AppFolio
Mentors: Justin Pearson, David Shen, Chev Eldrid
93% of home buyers use online websites
Annually, 44.2 million people rent out their homes & 100.9 million people live in rental housing.
Around 29.4% of UCSB students had no confirmed housing in 2021–2022!
So What’s The Problem?

Searching for housing is:

- **Confusing**, where do you start?
- **Tedious**, multiple websites/accounts
- **Inefficient**, time wasted coordinating with roommates

### Existing Solutions

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘map’ functionality</td>
<td>Incomplete view of housing market</td>
</tr>
<tr>
<td>Name recognition</td>
<td>Difficult to share with others</td>
</tr>
</tbody>
</table>
Our Solution

- **Confusing:** View recommended listings
- **Tedious:** Aggregate rental listings between different websites
- **Inefficient:** Save and share listings
What makes us different

- Listing data from multiple sources
  - Zillow
  - Apartments.com
- Social Features
  - Roommate groups
  - Sharing listings
What makes us different

- Listing data from multiple sources
- Social features:
  - Roommate groups
  - Sharing listings
- Recommendation Engine:
  - Neutral, non-profit
Live Demo!
High Level Architecture

- Unique
- Industry-grade
- Scalable
- Privacy minded
Architecture Advantages

● “Plugin” recommendation engine
  ○ V1: Team built recommender engine
  ○ V2: Collaboration with UCSB AppFolio Data Science Capstone Team
● Ability to add more listing feeds/ILS
● Potential to open source for community based development
Real World Use

- We gathered feedback from users:
  - Reddit post
  - UCSB undergraduate email blast
  - Feedback form embedded in app
  - 1-1 interview
  - AppFolio senior UX designers

- App is already being used publicly.
Feedback Summary

- **90.56%** would use to find housing.
- **Positive:**
  - Intuitive listings display/filtering
  - Convenient roommate features
  - Accurate recommendation engine
- **Constructive criticism:**
  - Need property rating system
  - Hard to find new roommates
  - Cramped formatting
6739 El Colegio Rd, Goleta, CA 93117
More description coming soon!
View Original

100 Baldwin Dr, Goleta, CA 93117
More description coming soon!
View Original

3885 State St, Santa Barbara, CA 93105
More description coming soon!
View Original

6721 El Colegio Rd, Goleta, CA 93117
More description coming soon!
View Original

6561 Del Playa Dr, Goleta, CA 93117
More description coming soon!
View Original

6653 Del Playa Dr, Goleta, CA 93117
More description coming

6636 Del Playa Dr, Goleta, CA 93117
More description coming

6779 Del Playa Dr, Goleta, CA 93117
More description coming

6741 Del Playa Dr, Goleta, CA 93117
More description coming

6679 Del Playa Dr, Goleta, CA 93117
More description coming
<table>
<thead>
<tr>
<th>Address</th>
<th>List Price</th>
<th>Beds</th>
<th>Baths</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Baldwin Dr, Goleta, CA 93117</td>
<td>$2,435</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>1147 Hill Rd, Montecito, CA 93108</td>
<td>N/A</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>1601 Alisa Ln, Santa Barbara, CA 93110</td>
<td>N/A</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>184 Middle Rd, Montecito, CA 93108</td>
<td>N/A</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>
100 Oceano Ave, #24, Santa Barbara, CA, 93109
List Price: $2,495  Beds: 1  Baths: 1

1039 Portesuela Ave, Santa Barbara, CA, 93105
List Price: $2,800  Beds: 1  Baths: 1

1111 North Milpas Street, Santa Barbara, CA, 93103
List Price: $3,795  Beds: 2  Baths: 1

1120 Palominio Rd, Santa Barbara, CA, 93105
List Price: $9,500  Beds: 2  Baths: 2

1220 Coast Village Rd 311, Montecito, CA, 93108
List Price: $9,200  Beds: 3  Baths: 2

1312 Shoreline Dr, Santa Barbara, CA, 93109
List Price: $28,750  Beds: 4  Baths: 3
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<th>Address</th>
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<th>Baths</th>
</tr>
</thead>
<tbody>
<tr>
<td>6555 Del Playa, Goleta, CA, 93117</td>
<td>$5,500</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>6561 Del Playa, Goleta, CA, 93117</td>
<td>$8,000</td>
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<td>2</td>
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<tr>
<td>6567 Del Playa, Goleta, CA, 93117</td>
<td>$1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6575 Del Playa, Goleta, CA, 93117</td>
<td>N/A</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>
Future Ideas

- Mobile App
- Implementing a common application
- Ability to directly message the property managers
- Creating a page for users to find roommates
Thank You!

- Thank you to
  - Justin, David, and Chev
  - Professor Krintz, Su, and Mason
  - Everyone for listening to our presentation!

- You can check out our running app here:

  https://realm-ucsb.herokuapp.com/

*Currently, we are a desktop only app!