

R.E.A.L.M.

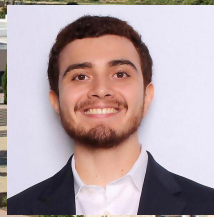
Real Estate Application & Listing Manager



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Sponsor: AppFolio

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So What's The Problem?



- Searching for housing is **confusing, tedious, and scary**.
- **Issues?**
 - Finding roommates
 - Making multiple redundant accounts
 - Etc.
- There is no **streamlined** process to ease the headaches of everyone involved.



Zillow

Pros

- Provides 'map' functionality

Cons

- Incomplete view of housing market
- Multi-step PM ↔ Tenant communication

How we are going to solve the problem

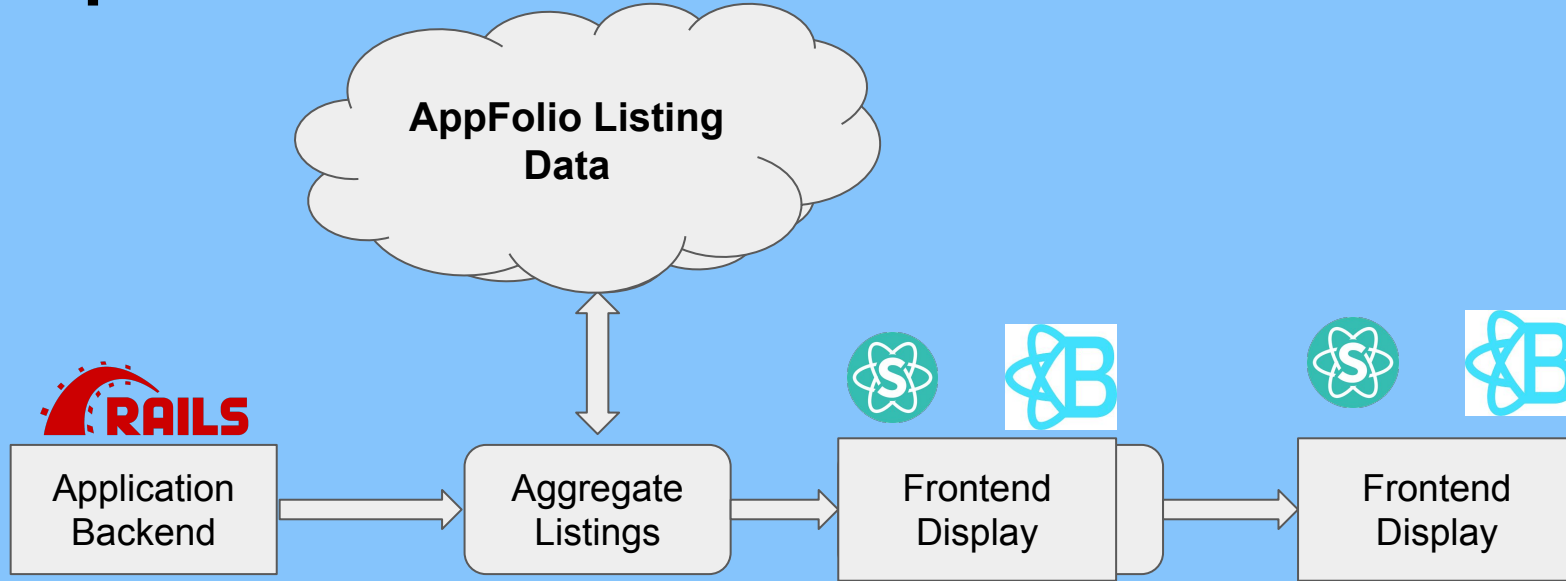
- Web application which aggregates rental listing information
- Allows the user to
 - View and sort listings in a table and map format
 - Save listings
 - Create and join roommate groups
 - View both their own and their roommates' saved listings
 - Apply to listings either on their own or with their roommates through the app

What makes us different

- We base our development on real world feedback, from our target users.
- Our small size allows us to iterate quickly and make high value improvements to the app.
- Focused on addressing the unique needs and challenges of living in the Santa Barbara region.
 - Especially with the current housing crisis.
- We're not in the business of solving one big problem, but rather a bunch of smaller problems for a wider audience.

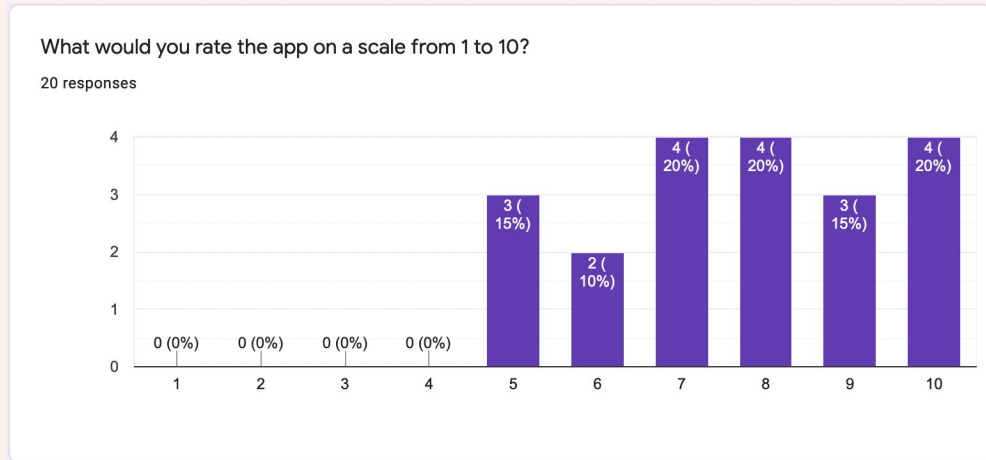
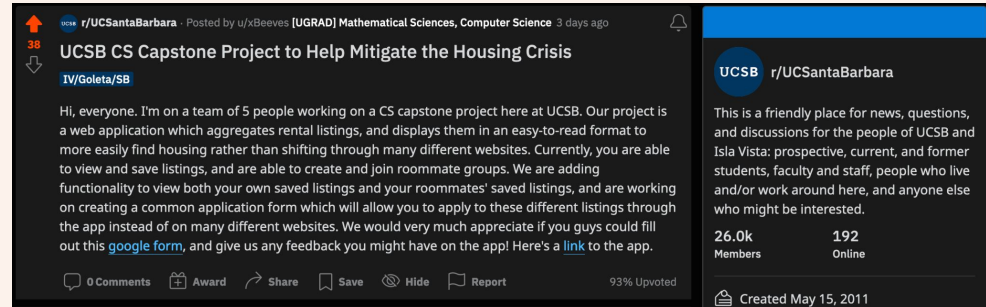
Live Demo!

Implementation and Technical Details



Real World Feedback

- We gathered real world feedback via a public survey.
- **21/25** say they would use the app.



Real World Feedback

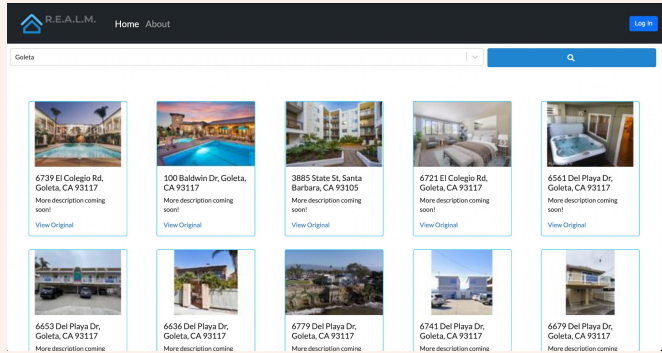
Positive Feedback

- “The **listings** are simple and intuitive. It works.”
- “The **sorting** is easy, convenient and helpful.”
- “With **roommate functionality**, I do not need to share listings info with my friends on Discord. They can just log in and look through.”
- “Everything you could ever need.”

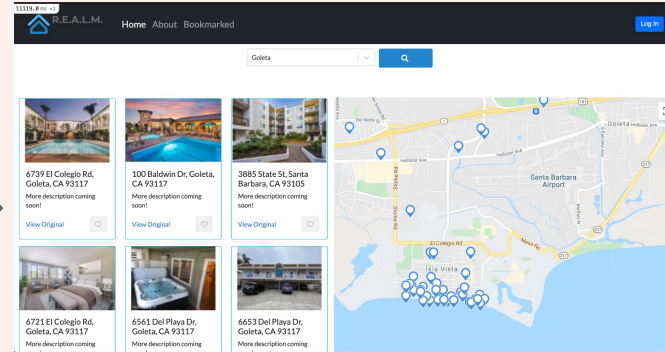
Constructive Criticism

- “It is annoying to click **‘expand’** to see the original listing”
- “The Google Map needs to be more **interactive**”
- “You can add more **filtering/search options**”

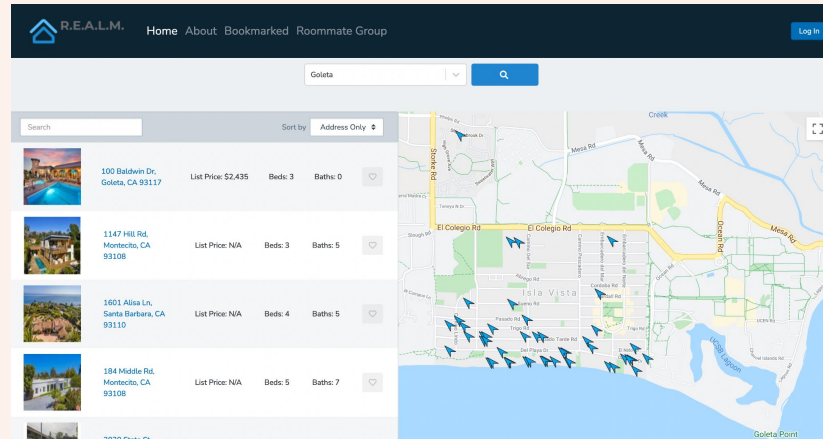
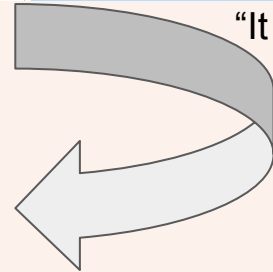
Search Page Progression



“Where is it?”

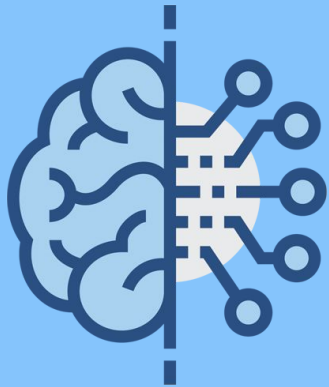


“It looks messy”



Plans for Winter Quarter

- Implement AppFolio's listing aggregation API
- Implement common form for applying to rental companies in Isla Vista, Goleta, and Santa Barbara
- Implement a rating system and recommendation system using machine learning



Thank you

- Thank you to Justin, David, and Chev for your incredible leadership and feedback!
- Thank you all for listening to our presentation!
- You can check out our running app here:
<https://realm-ucsb.herokuapp.com/>