

Property Investment Assistant

Find and compare investment properties

A close-up photograph of a computer keyboard. The central focus is a large, bright blue key with the words "Real Estate" printed in white, sans-serif font. To the left of the text is a white icon of a house with an arrow pointing upwards from its roof. The key is surrounded by other standard grey and white keyboard keys, including one with a tilde (~) and another with "Strg". The background is slightly blurred, emphasizing the blue key.

Real Estate

Jihed Hemdane | Stephanie Greene | Krystan Layland



8% population own an Investment property

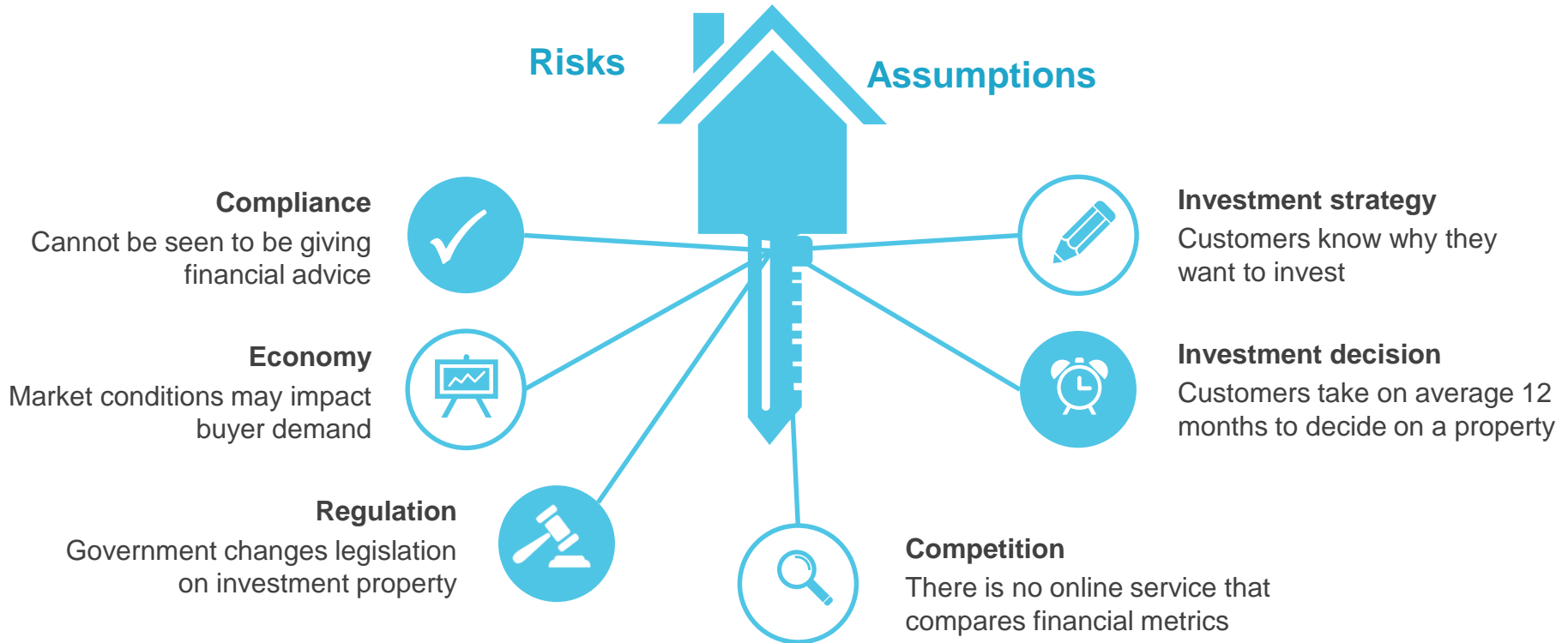
People interested in purchasing investment property, need help making their investment decisions confidently and timely.

The average person takes ~9-12 months to decide on a property

Hypothesis:

If customers have an online way to identify and compare investment properties that meet their objectives, then they will be able to make a decision 25% faster

Risks & Assumptions



First Timer

“I want to set my kids up for the future”



About

'First Timer' is a family-orientated person looking for an opportunity to invest their savings



Goal

Purchase an investment property



Behavior

The ideal property is more important than time to purchase
Financial indicators aren't on their top of their mind/known
Care about the demographic living in their investment property



Challenge

Don't trust 3rd party service providers such as real-estate agent

Seasoned Investor

“I want to increase my passive income”



About

‘Seasoned Investor’ is a working professional, without kids and owns multiple investment properties..



Goal

Increase passive income and build a thriving investment portfolio



Behavior

Actively seeking ‘the next’ property
Financially motivated
Willing to pay for information not freely available



Challenge

Very time consuming to complete thorough research

We will help customers find and compare properties for less

Property Investor Critical Features Coverage

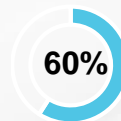
Property Investment Assistant



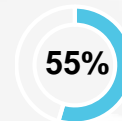
Buyers agent



Real Estate Online sites
(Domain / Real Estate)



Real-estate Agents



Standards property information (bedrooms, surface, floor plans, bathrooms, etc.)	✓	✓	✓	✓
Financial indicators (yield, growth, strata rates, etc.)	✓	✓	✗	Partial
Landmarks (schools, transport, shops, etc.)	✓	✓	Partial ⁽¹⁾	✓
Council information (Zoning, restrictions, planned dev. / infra., etc.)	✓	✓	✗	Partial ⁽²⁾
Market reports (suburbs growth, historic sales, etc.)	✓	✓	✓	✗
Simulators / Calculators	✓	✗	✓	✗
Referrals	✓	✓	✓	✓
User profile creation	✓	✗	✓	✗
Alerts / Notifications / Newsletters	✓	✓	✓	✓
Support (phone/ In-person)	✗	✓	✗	✓
Make recommendations	✗	✓	✗	✗

\$0-\$240

\$8,900

\$0

\$0

⁽¹⁾ No search functionality on this information, only available in property profile

⁽²⁾ Not a standard

Our vision...

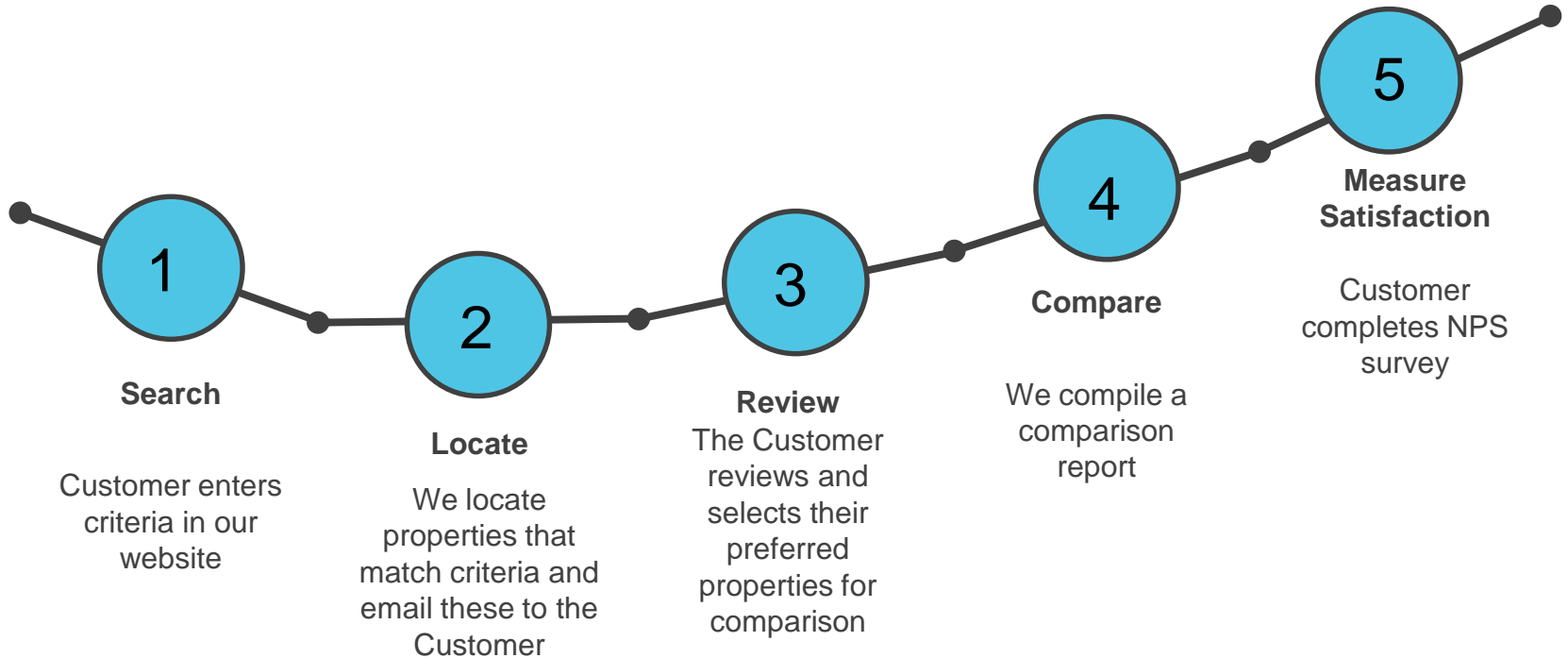
We want to help everyday Australian's own their tomorrow by maximising their saving & equity through property investment

8% population own an Investment property

31% own their property outright

Let's help 10,000 customers in our first year

Concierge MVP



 **30% NPS**

Confirm customers satisfaction with criteria and comparison data/format = Ability to find & assess properties

Customer Testing

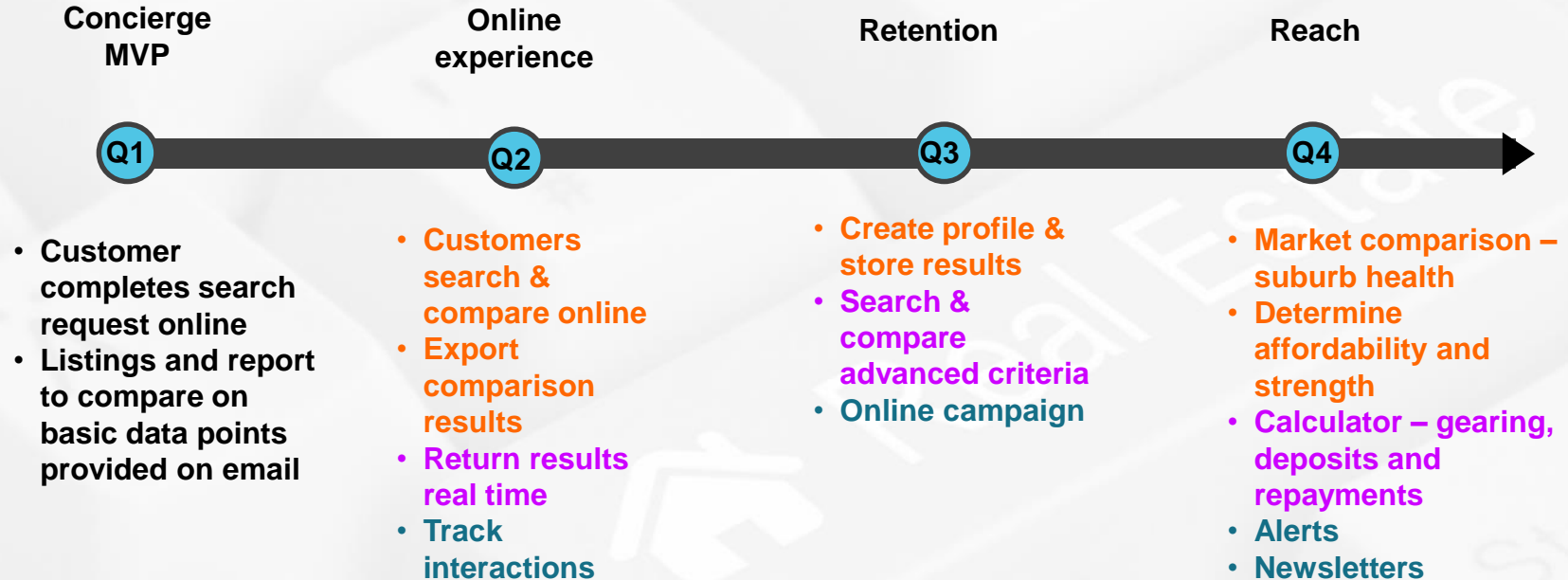


Scenario

You are looking for a new investment property. Go to findinvestmentproperties.com.au and submit a request.

A screenshot of a web browser window titled 'A Web Page'. The address bar shows 'https://findinvestmentproperties.com.au'. The page content includes a large black scribble at the top center. Below it is a search form titled 'Select your Criteria' with a search input field containing the text 'search by state, suburb or post code'. There are three checkboxes with blank labels below the input field, and a 'More' button. At the bottom of the form are 'Refresh' and 'Submit' buttons, and a help icon. To the right of the form is a large square placeholder with a diagonal cross. The browser interface includes back, forward, and home navigation buttons.

We initially focus on relevance and engagement before becoming an integral part of the ecosystem



Customer Experience | Data Integration | Marketing

GOAL: Let's help 10,000 customers in our first year
METRIC: 10,000 customer profiles created from Q3- Q4

Working agile to deliver value ASAP



EPIC - integrate search with results

OBJECTIVE - customers are able to find properties online that meet their criteria in real-time

USER STORY SAMPLE-

As a potential property investor

I want to filter my property searches based on the proximity of schools and shops so that I can attract renters with young families

Acceptance Criteria



GIVEN I have selected schools and shops in my property search criteria
AND I set the proximity to a range of 0-15 KM
WHEN I click search
AND at least 1 property matches both of those criteria
THEN the matching property(s) display

Properties Match



No Properties Match

GIVEN I have selected schools and shops in my property search criteria
AND I set the proximity to a range of 0-15 KM
WHEN I click search
AND there are NO properties matching both of those criteria
THEN the following message displays "No properties match your criteria.
Please try expanding your radius or removing one of your criteria selection"



Real Estate

Strg