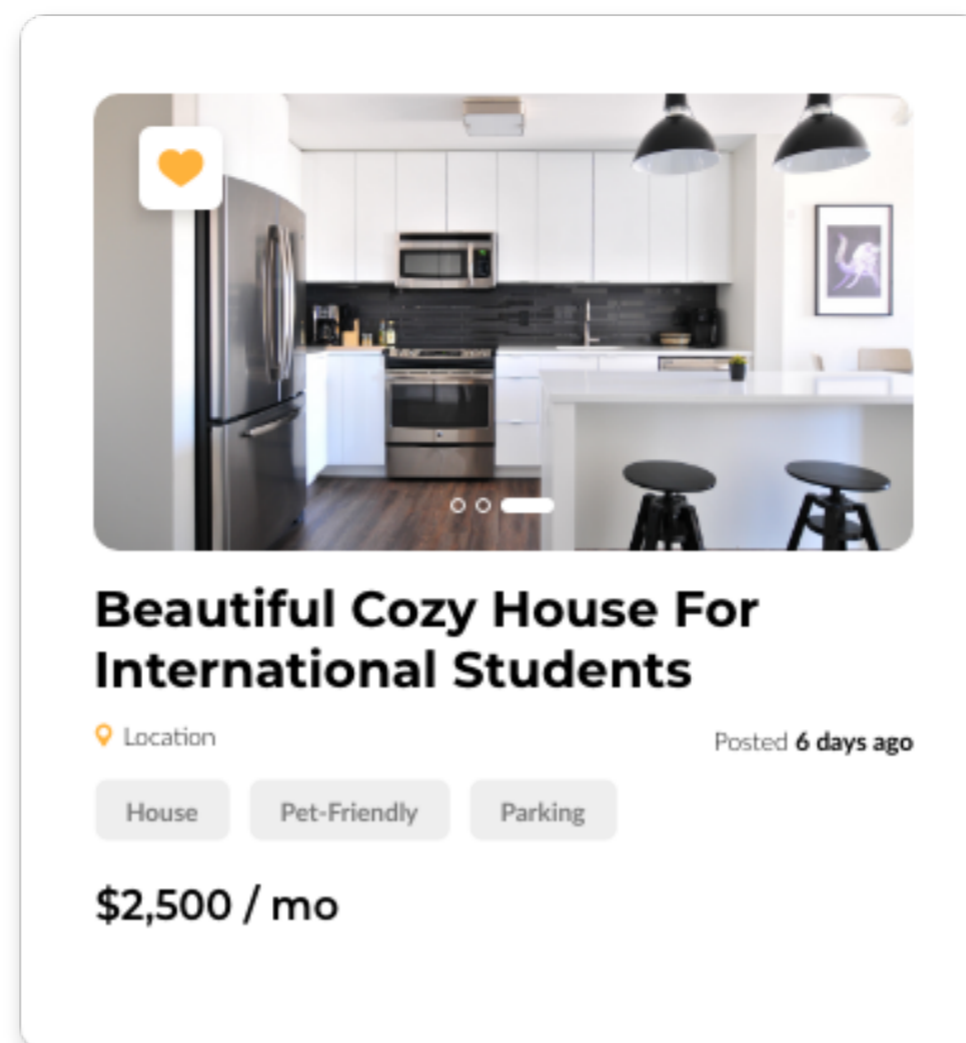


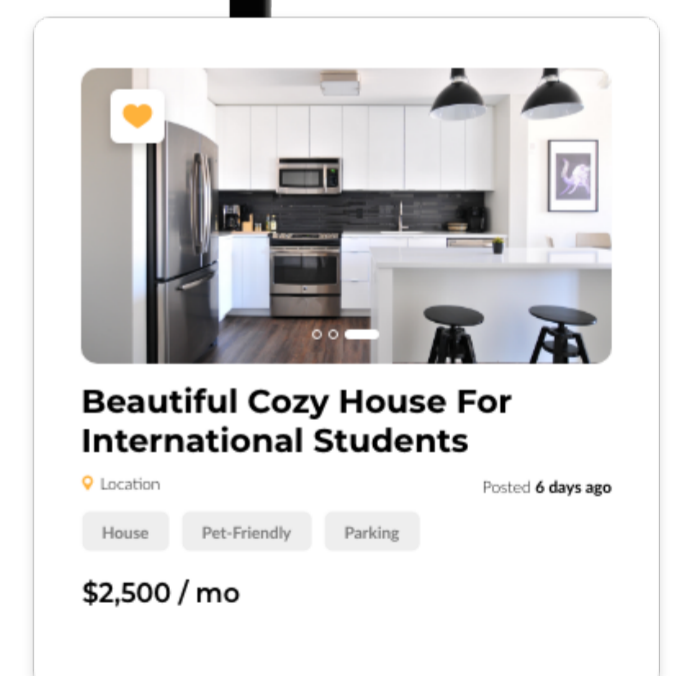
about.

Findly is a user-friendly app, designed to make the rental search process simple and welcoming for everyone. Its mission is to break down barriers and ensure no one is left struggling to find their perfect home. Embrace the friendliness and ease of house hunting with Findly.






findly.
Friendly Rent

findlyrent.ca



competitors.

Competitor	Strenghts	Weaknesses	Key Features	Engagement Methods
 RentEasy.ca	<ul style="list-style-type: none">• Strong brand recognition• Wide range of property listings	<ul style="list-style-type: none">• Non-inclusive, lacks focus on under-served communities• Generic user interface	<ul style="list-style-type: none">• Detailed property descriptions and pictures• In-app payment system	<ul style="list-style-type: none">• Regular email updates on new listings• Active on social media
 REALTOR.ca®	<ul style="list-style-type: none">• Nationwide coverage• Trusted source due to affiliation with the Canadian Real Estate Association (CREA)	<ul style="list-style-type: none">• Focus is not solely on rentals• Less tailored experience for underserved communities	<ul style="list-style-type: none">• Detailed property descriptions and images• Map search function	<ul style="list-style-type: none">• Regular email alerts for new listings• Active on social media
 craigslist	<ul style="list-style-type: none">• Large volume of listings due to long-standing presence• Direct communication with landlords/property managers	<ul style="list-style-type: none">• Outdated interface• Risk of scams due to lack of thorough verification• No tailored experience	<ul style="list-style-type: none">• Basic search filters• Ability to save favorite listings• Direct messaging system	<ul style="list-style-type: none">• Limited engagement, primarily a self-service platform

target audience.

Findly aims to create an inclusive and accommodating rental platform for **all**.



International Students

Struggling with unfamiliarity with local rental systems or language barriers



Young Professionals

Facing affordability issues or seeking shared accommodations



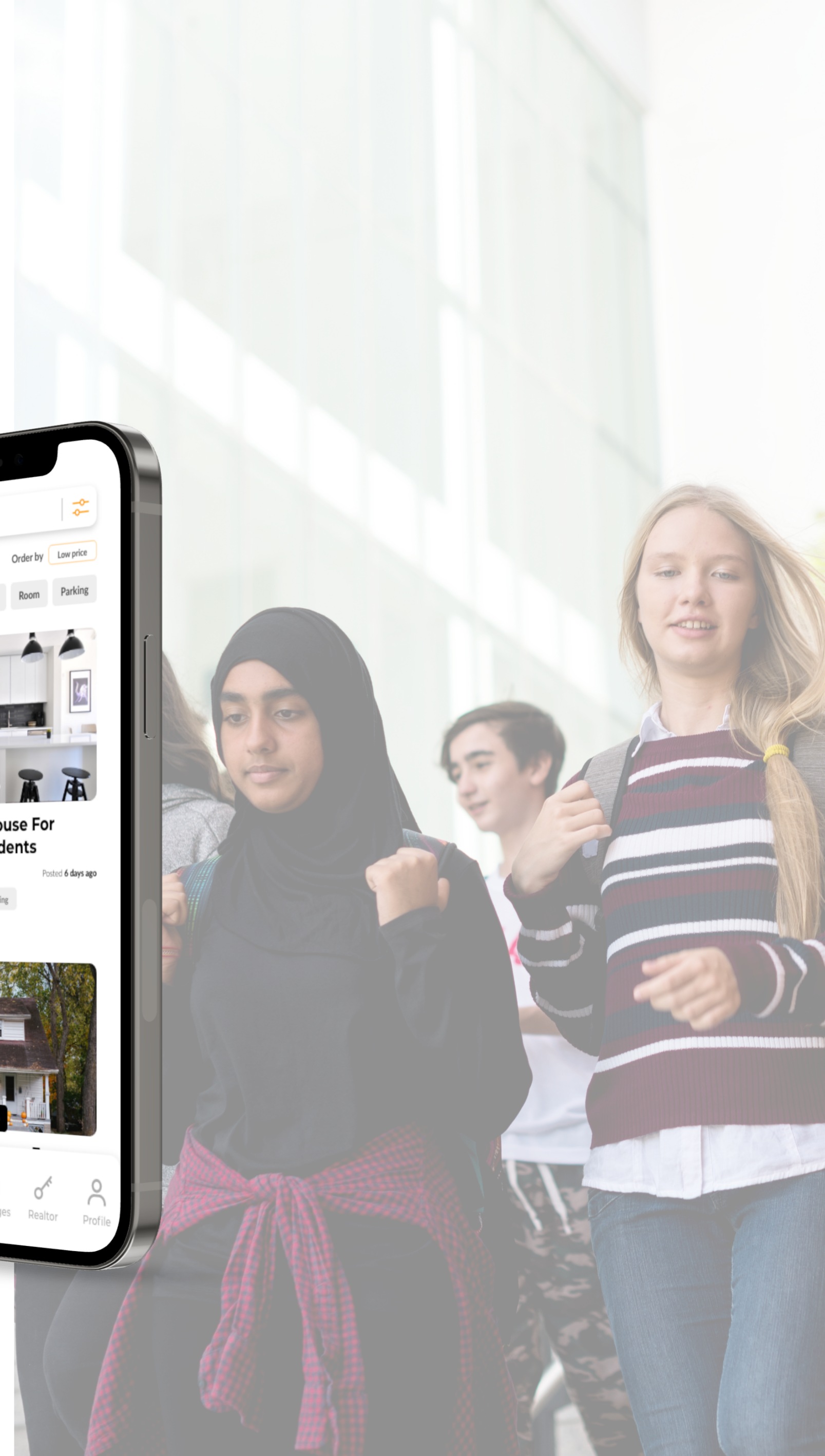
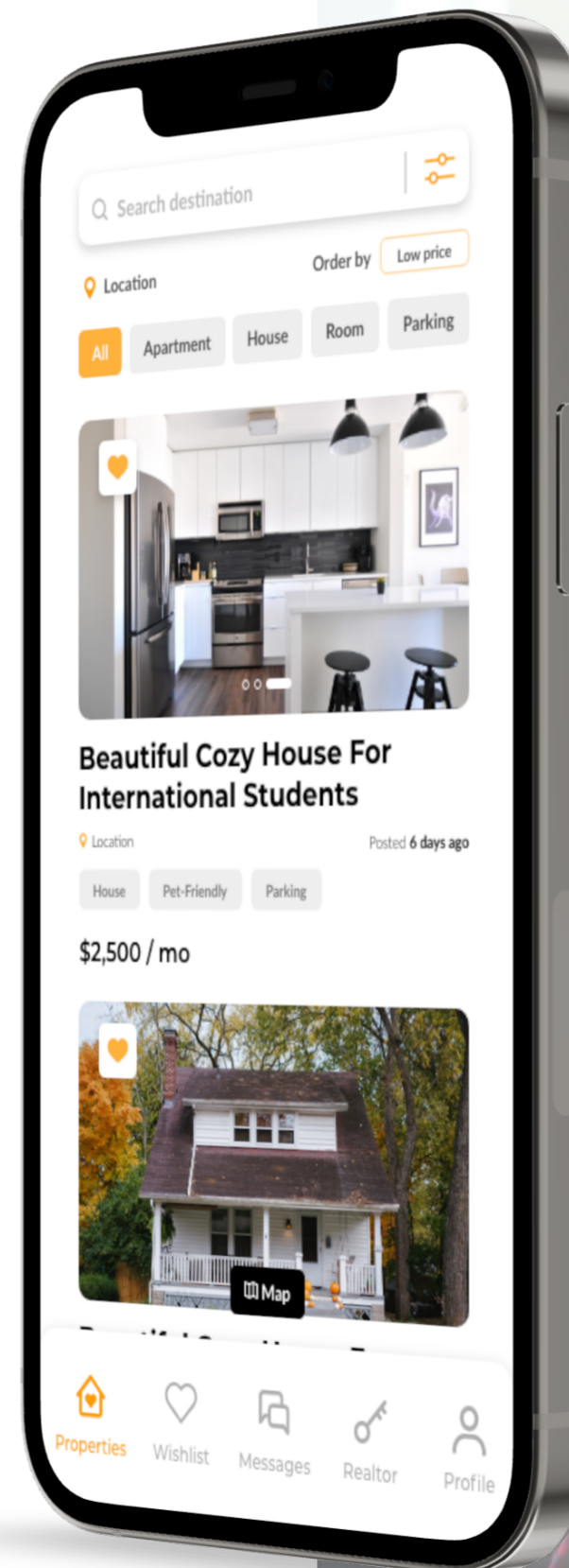
LGBTIQA+

Encountering discrimination or a lack of understanding from potential landlords

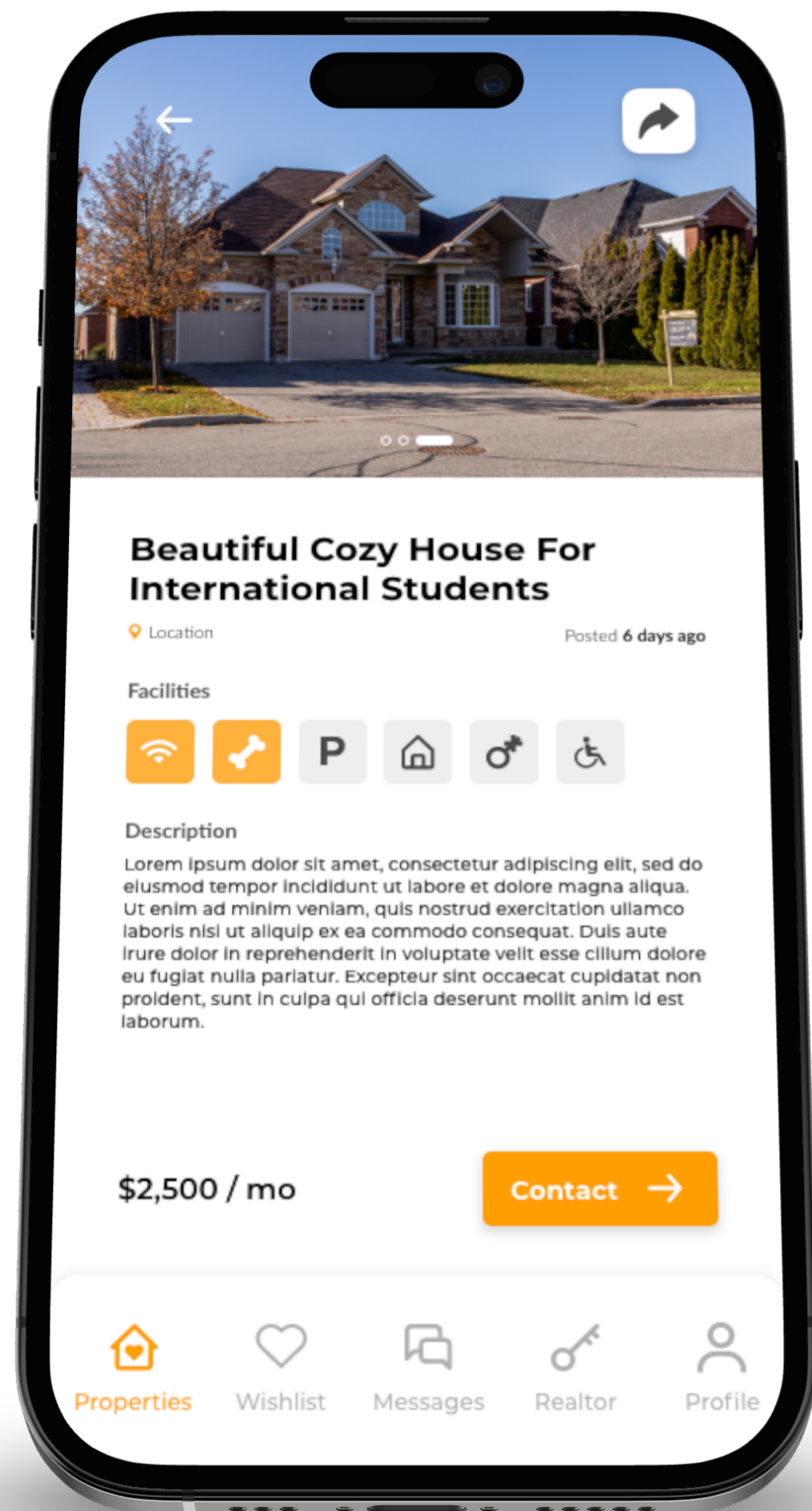


Pet Owners

Difficult to secure housing that welcomes their furry companions



trends.



Remote Work Impact

The rise of remote work is causing shifts in real estate trends, with people moving from city centers to suburban or rural areas for larger living spaces.



Sustainability

Growing interest in sustainable and energy-efficient properties.



Virtual Tours

Due to pandemic-induced limitations on physical property viewings, the adoption of virtual tours and 3D modeling technology was rising.



AI and Machine Learning

Apps are increasingly leveraging AI and machine learning for personalized recommendations, data analysis, and improving user experience.

SWOT.

Hypothetical analysis could change based on user feedback or other conditions

**S****Tailored User Experience**

addressing target audiences unique rental challenges

User-friendly Interface

Design choices make the interface easy-to-use

Inclusivity

The app is designed to be inclusive, helping it reach and cater to a wide audience base

**W****Market Competition**

Well-established competitors make it challenging to stand out

Dependence on Landlords

Success is partially dependent on landlords' willingness to cater to target demographics

**O****Partnerships**

Findly could form partnerships with universities, companies, and real estate agencies to widen its reach

Market Need

There is a significant need for tailored rental solutions for the target audience, representing a sizeable market opportunity.

Expansion

Potential for geographical expansion

**T****Economic Factors**

Changes in the real estate market or could impact the rental market

Regulatory Changes

New regulations or changes in existing rental or data privacy laws could affect operations

Competitive Response

Competitors may replicate Findly's unique selling points, intensifying competition.

price strategy.



Pay Per Service

Charge users for specific services like advanced property search, personalized suggestions, or priority customer service.



Pay Per Booking

Charge users a fee for every successful lease made through the app. This fee could be a flat rate or a percentage of the rental cost.

It may be worth considering partnerships or affiliations with real estate companies or advertisers as one of the revenue sources. Testing different pricing strategies and getting user feedback could help determine the most effective approach.



colour palette.

By choosing yellow, Findly aims to evoke feelings of comfort and positivity, reinforcing its commitment to a user-friendly and uplifting experience in the often stressful rental process.

#FCB017

#FFFFFF

#FAC152

#000000

#F0ECCF

typography.

Montserrat and Lato combine to create a balance between formality and friendliness, mirroring Findly's mission to provide a professional yet user-centric rental experience.

Montserrat

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc


Aa Bb Cc

Lato


Aa Bb Cc

Aa Bb Cc


UI components.




Properties




Wishlist




Messages




Realtor




Profile




Properties































Messages




Realtor





Profile


						
						
						
						

Sign Up











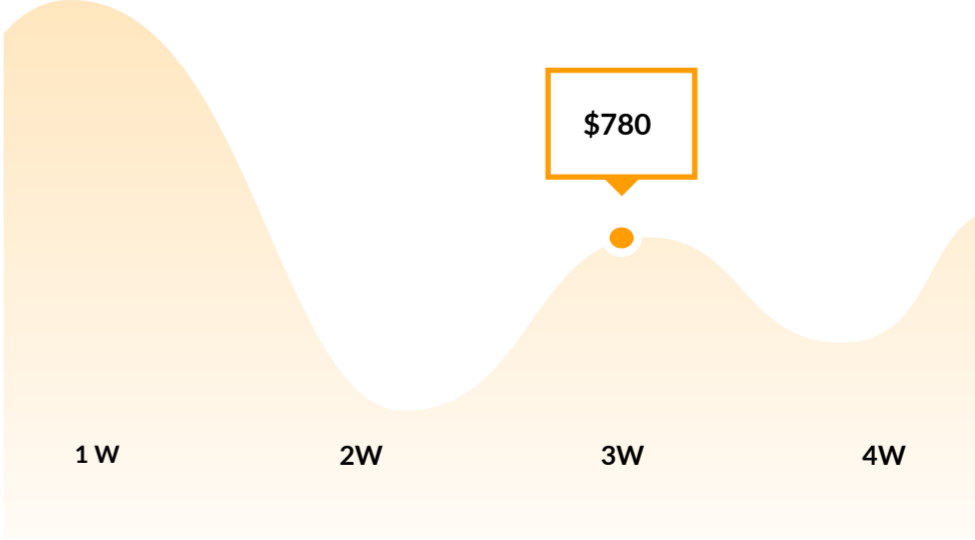
Contact →

Map

Your location





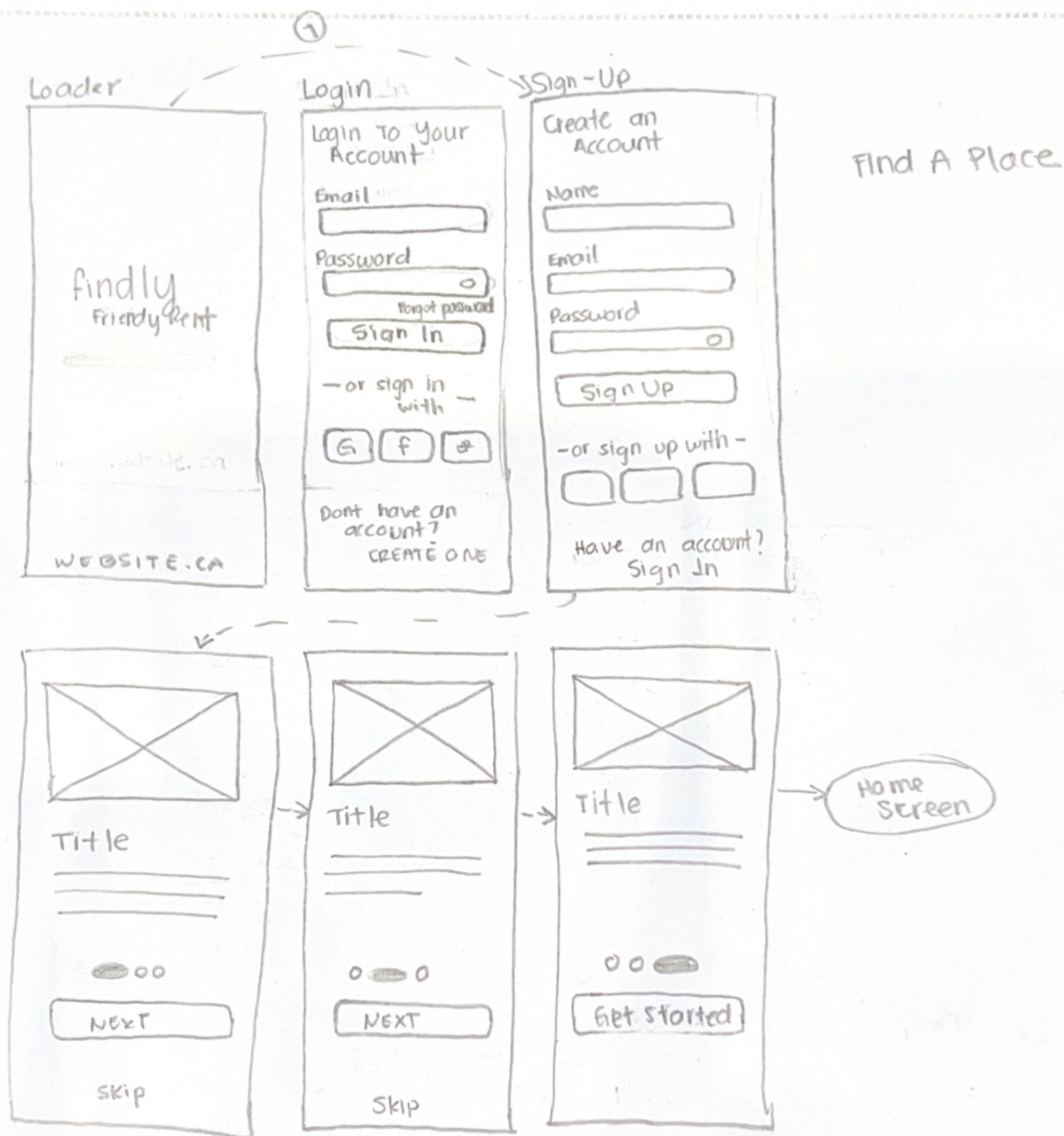


Week	Value
1W	
2W	
3W	\$780
4W	

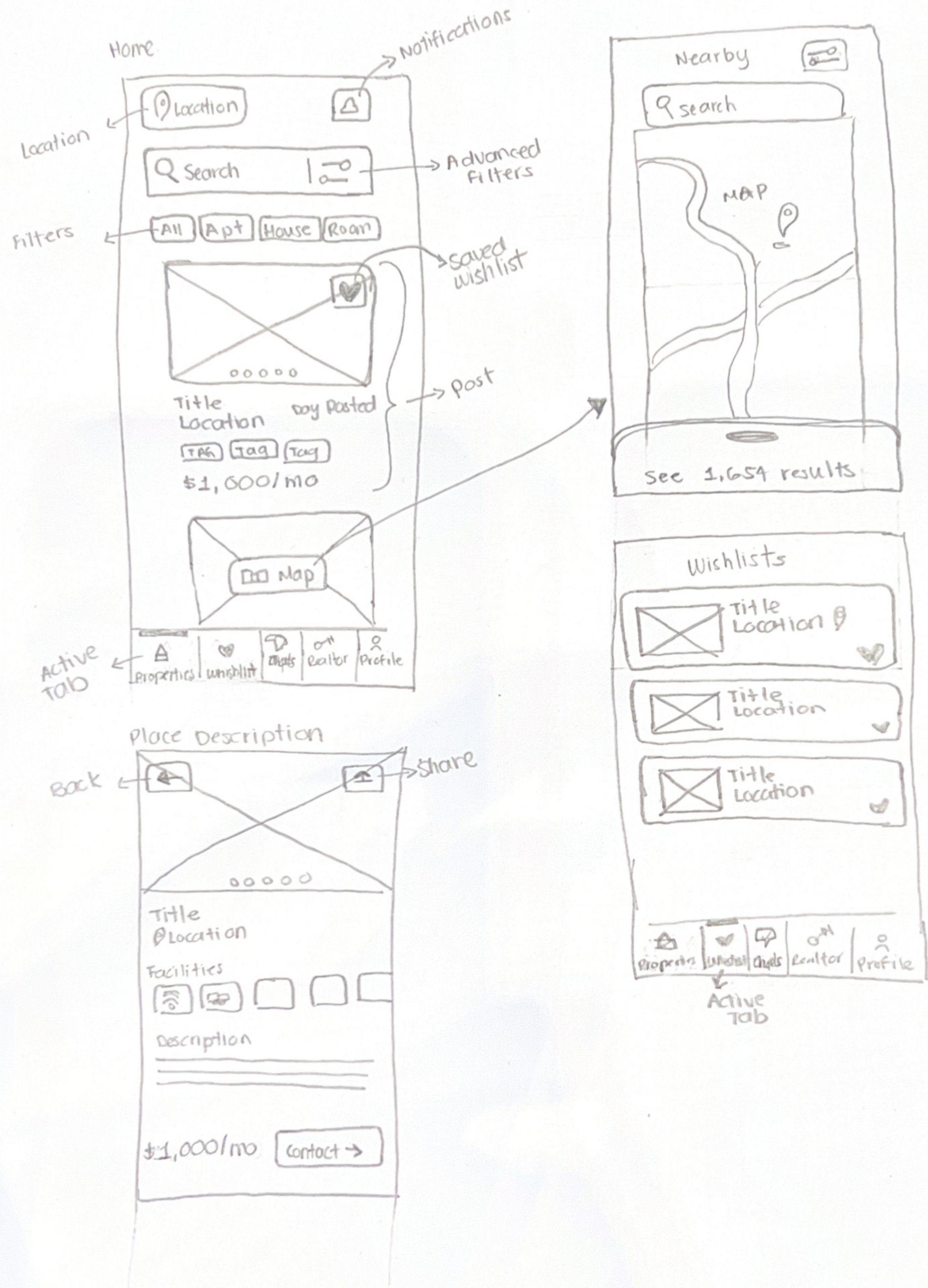
findly. + **findly.** + **findly.**

Find Friendly Location icon

sketches.



- Advanced Filters
- \$ Price Range
 - 📍 Location
 - 🏠 Duration
 - 🏠 Type Property
 - 🐾 Pet Friendly
 - 🏳️‍🌈 LGBTQ+
 - 🛋️ Furnished
 - 🚭 Smoking
 - 🚗 Parking



sketches.

