NoBroker

Increase conversion from free to paid users for rental offerings



VISHAL I ANJALI I PALAK I SARVESH I ABHIJEET I PRATIBHA

Try Pitch

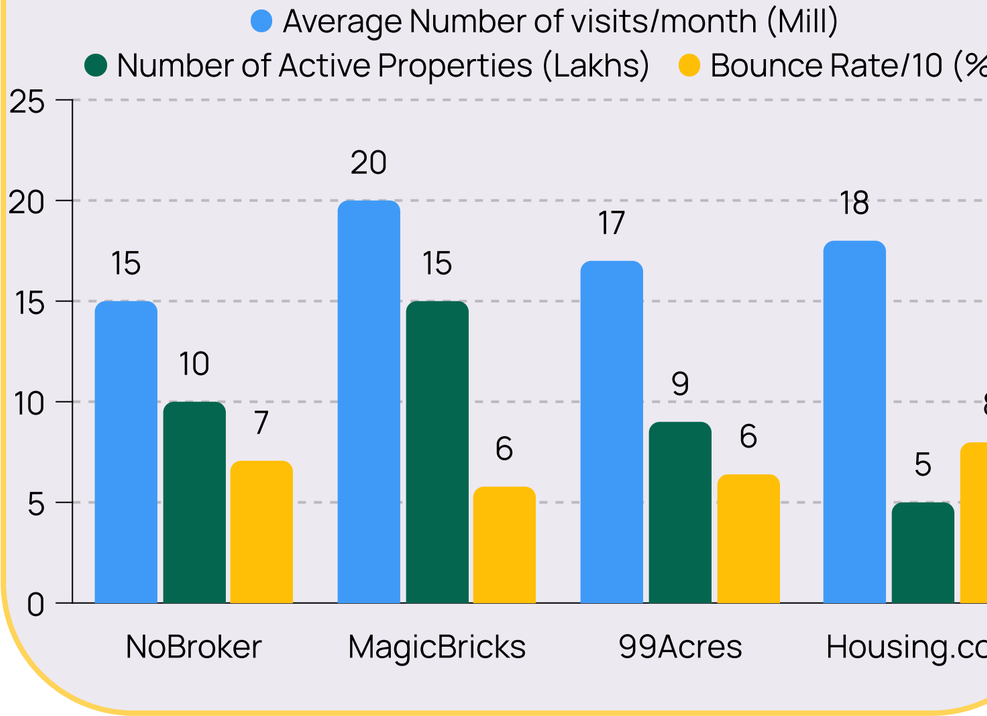
About NoBroker

NoBroker is a real estate platform which connects owners and tenants directly without any intervention from a third party. It also offers end-to-end solutions for property seekers such as rental agreements, furniture, cleaning, painting, etc.

Market Overview

- India's Real Estate industry currently has market size of $250 billion and is projected to reach $1 Trillion by 2030.
- In FY23, India's residential property market witnessed with the value of home sales reaching an all-time high of Rs. 3.47 lakh crore, marking a robust 48% year-on-year increase.
- Between FY2023 and FY2028, real estate market will have remarkable CAGR of 25.6%.

Competitor Analysis



Try Pitch

Problem Statement

Increase conversion from free to paid users for rental offerings on nobroker.com

- The goal is to create a user-centric approach that addresses pain points and motivates users to upgrade, ultimately leading to higher revenue and business growth.

Why solve this problem now?

- **Dynamic Market** - New early professionals looking for a living space enter the market every year.
- **Growing and Competitive Market -** Real Estate market is set to grow with CAGR of around 25% every year. With the entry of many competitors making users to customer is crucial to stay relevant in the market.

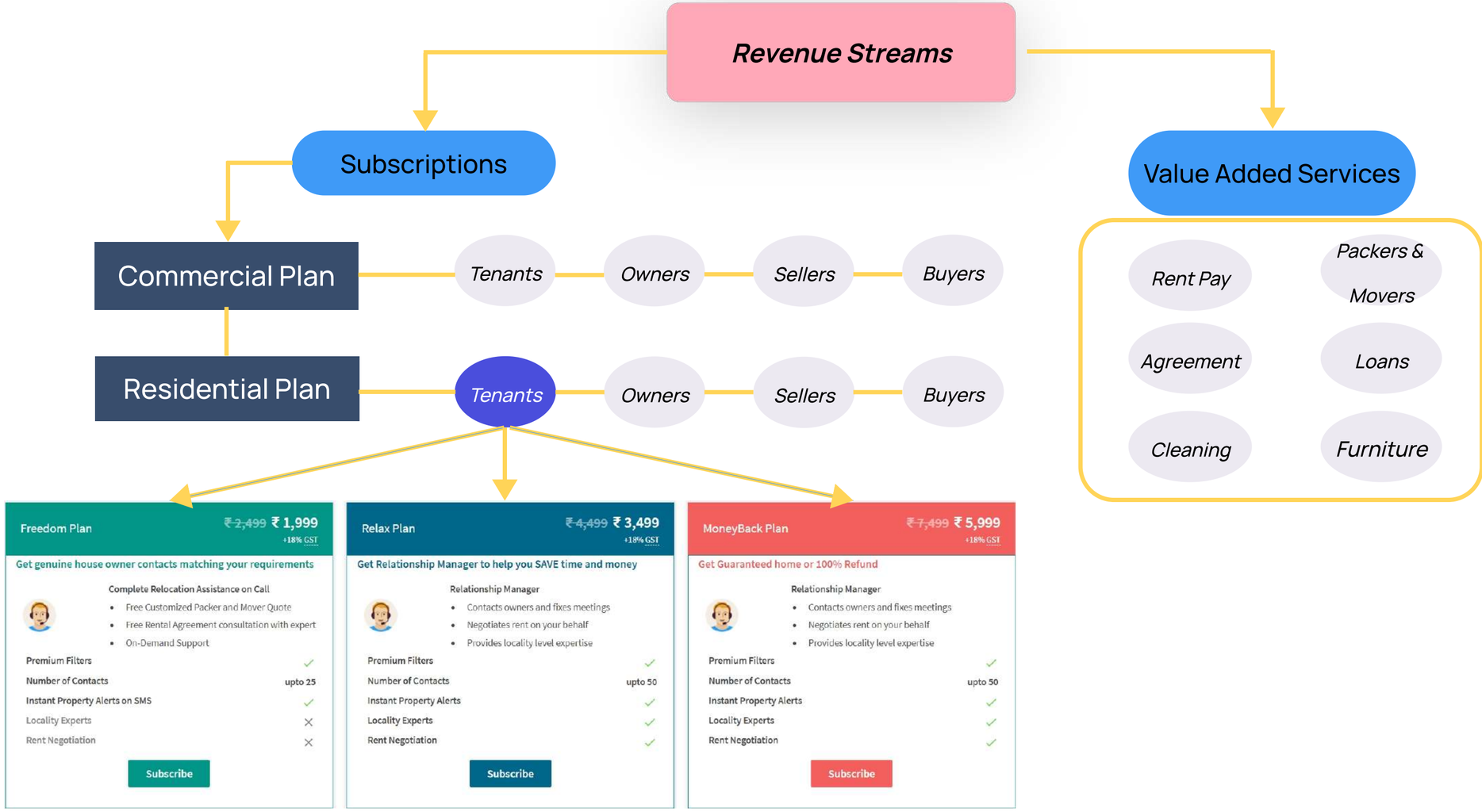
Try Pitch

Why to increase the conversion rate from free to paid user?

Conversion of free to paid users is important as

- Paid users often receive **best offerings, enhanced features, priority access to listings, and better customer support**.
- By increasing paid conversions, Nobroker can provide a higher quality of service to these users, which will lead to **higher Customer Satisfaction Rate**.
- Users will have positive experience which will **reduce churn rates** and **improve users lifetime value**. This will also help in **building a loyal community** of who will promote Nobroker platform to others, further increasing your user base.
- More number of Paid users will **lead to the increase in the revenue** for NoBroker.
- Increased revenue from paid users will allows NoBroker to work on **new innovations and development on the platform**.

UNDERSTANDING			USERS			DEVELOPMENT			LAUNCH	
Market	**Business**	**Goal**	Research	Personas	Journeys	Problems	Solutions	Prioritisation	GTM	Metrics

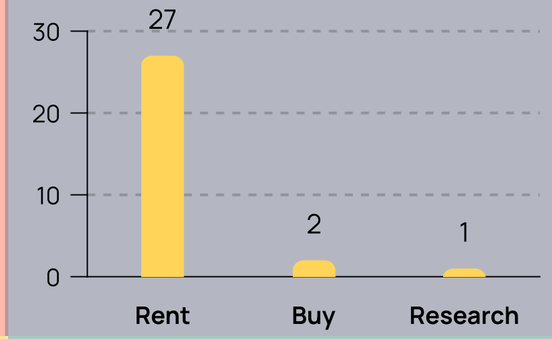


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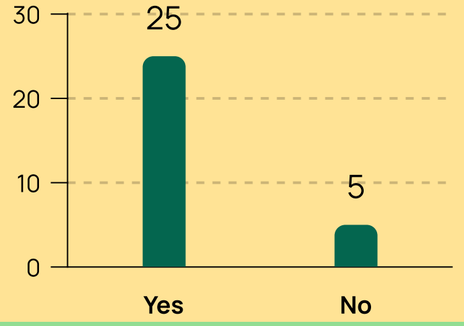
Did it help you to achieve your goal?



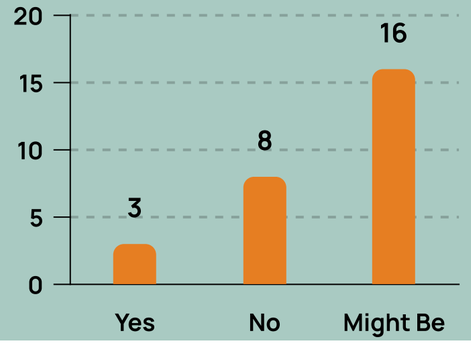
Goals for using NoBroker



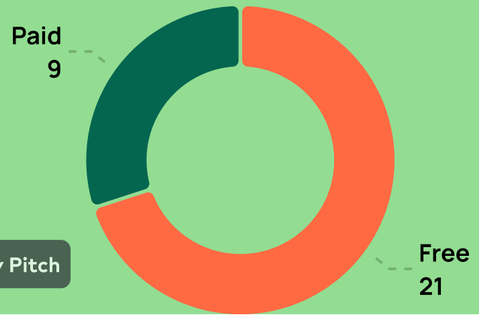
Is NoBroker easy to use?

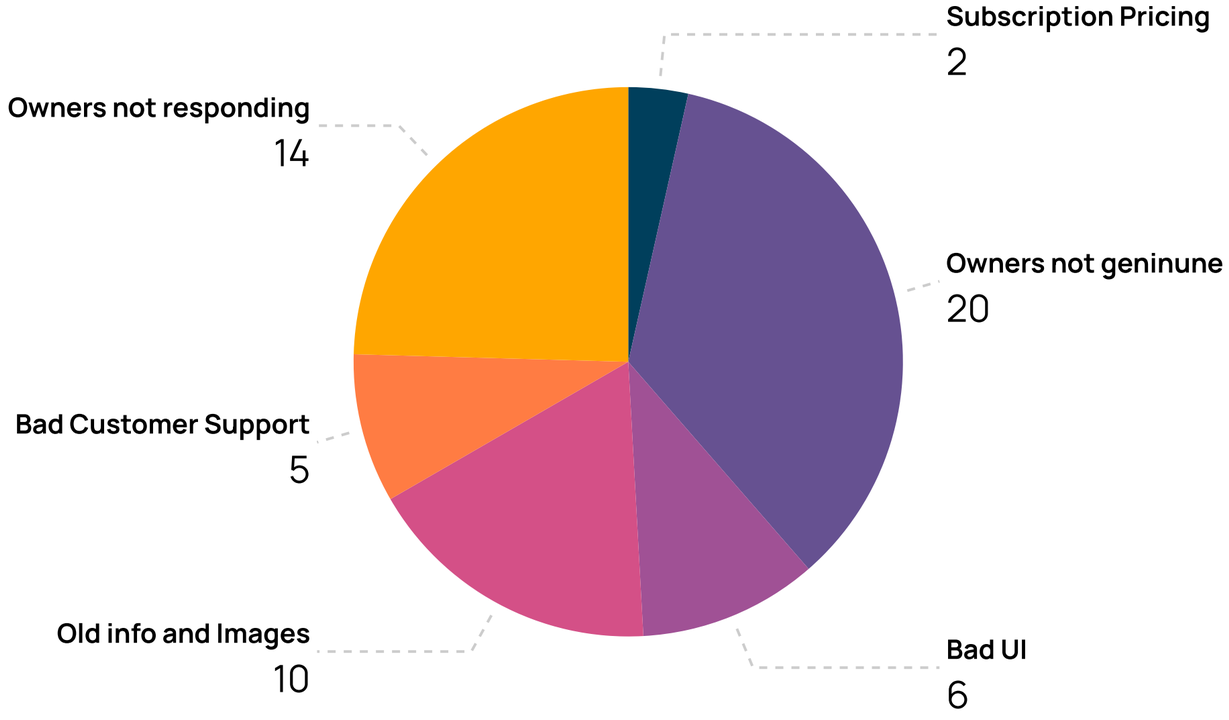


Willing to pay for the Plans?



Are you free user or paid user for NoBroker?





25+ users were interviewed across 18-35 yrs age group, diverse professional and economics backgrounds. We also checked reviews on the Play Store and App Store. Pricing, bad UI, misguiding, and brokers pretending as owners are the common issues across all the users.

Try Pitch

As demand for the properties is clearly higher than the supply, tenants segments tend to interact more with the product and bring more business. Hence, the below two personas represent these users in a better way based on their behavioural characteristics and wants and needs.



Sameer Sharma

Software Developer

Delhi

30

Behavioral Characteristics:

- Tech-savvy
- Married and has a kid
- Has a stable income, might take a subscription plan

Wants and Needs:

- Wants a spacious 2BHK flat for his family
- Needs a flat in a good locality well connected with hospitals, schools and workplace
- Wants a semi-furnished and well-maintained property
- Wants to have all the paperwork done digitally



Riya Patel

Marketing Intern

Bangalore

21

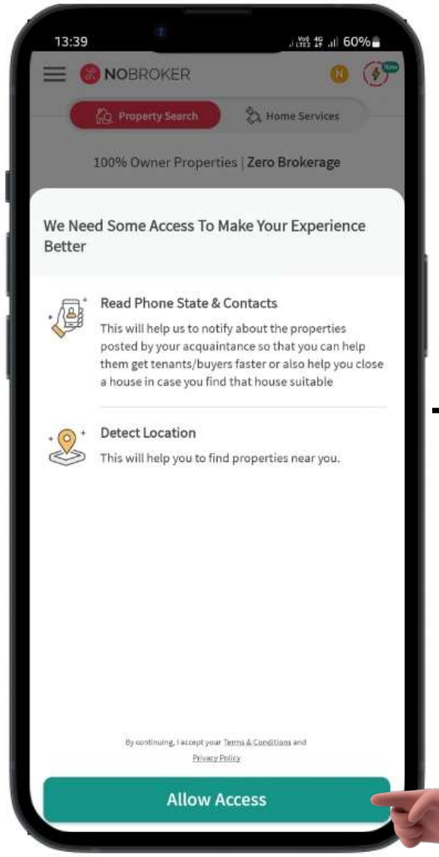
Behavioral Characteristics:

- Tech-savvy
- Bachelor, lives away from home
- Low internship stipend, reluctant to buy a subscription plan

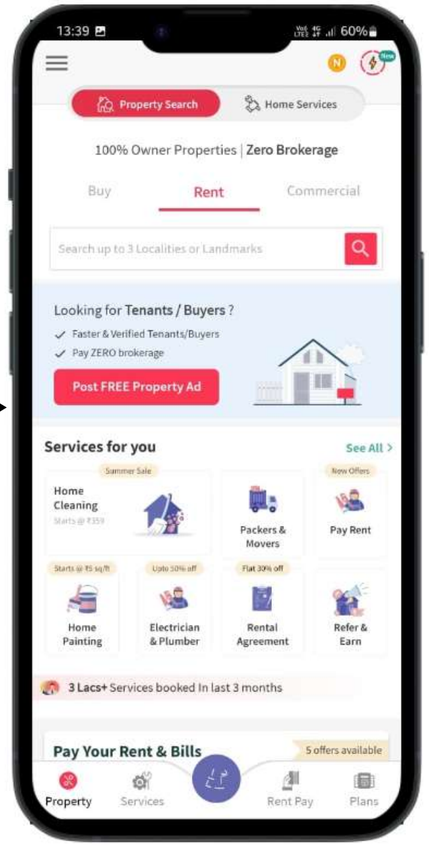
Wants and Needs:

- Wants a female-only shared flat/pg within budget
- Wants to live in a area nearby to her office and well connected to market
- Wants to have a short-term rent agreement
- Wants to find property with low initial deposit and no extra charges
- Wants to find a reliable roommate

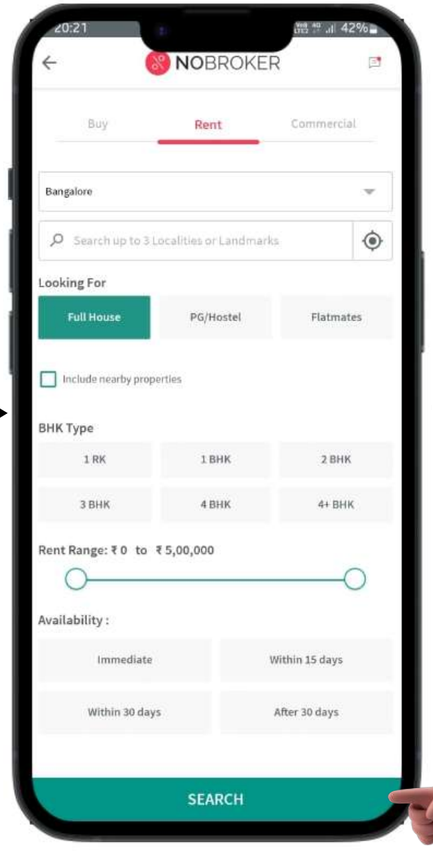
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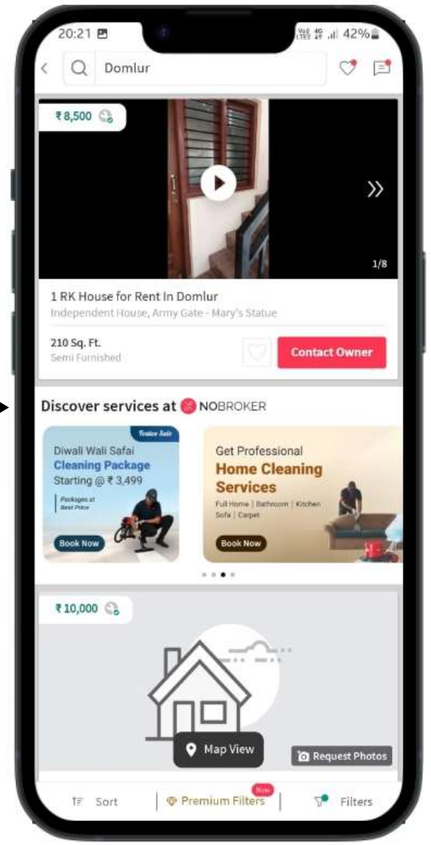
Onboarding



Home Screen

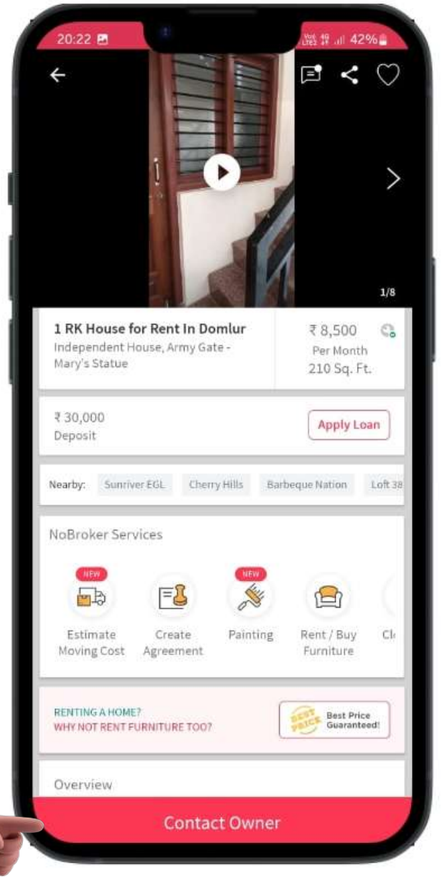


Property Search

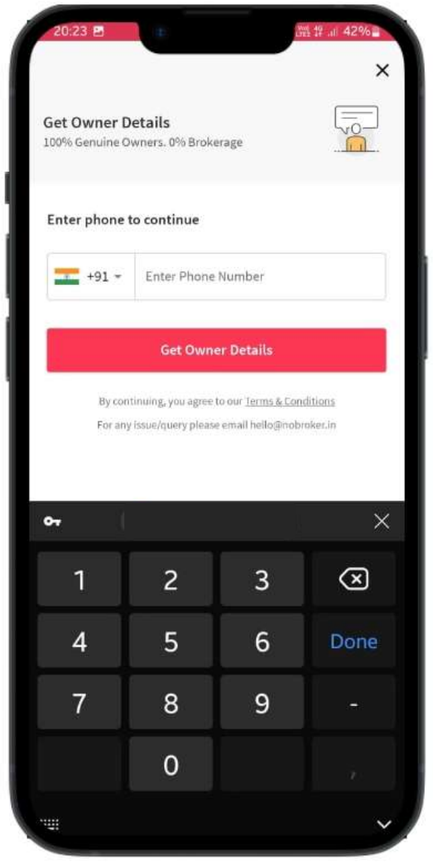


Property Discovery

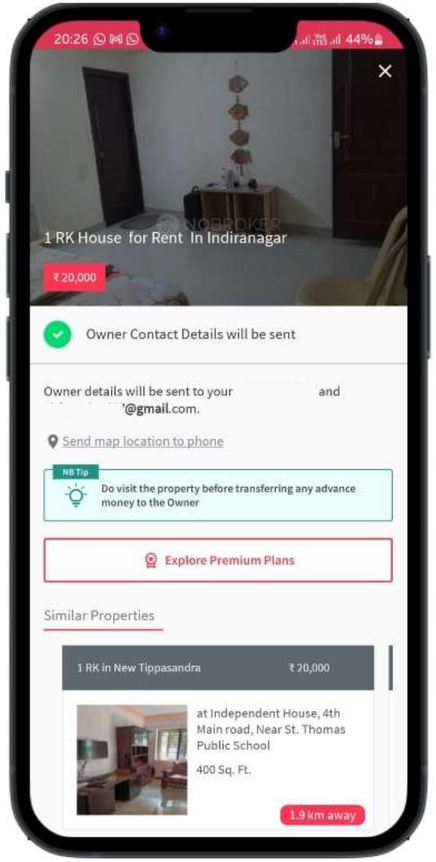
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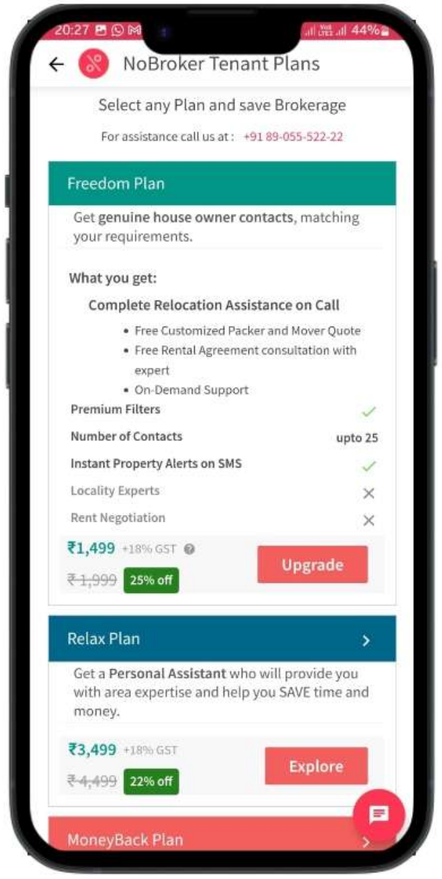
Property Details



Login

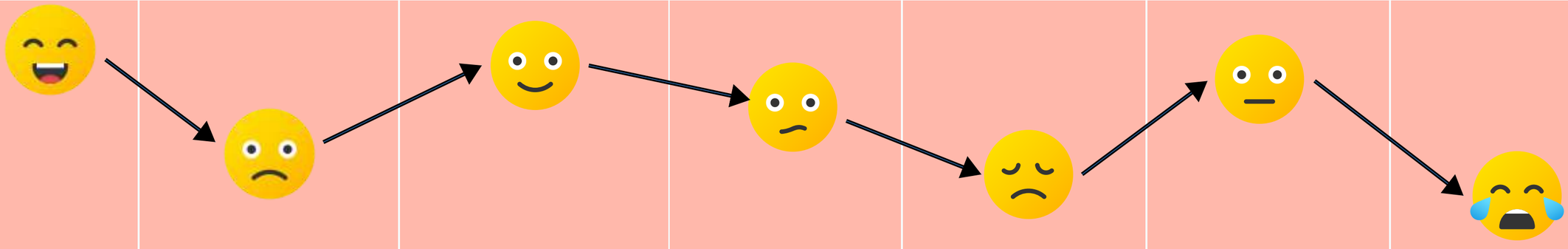


Contact Details

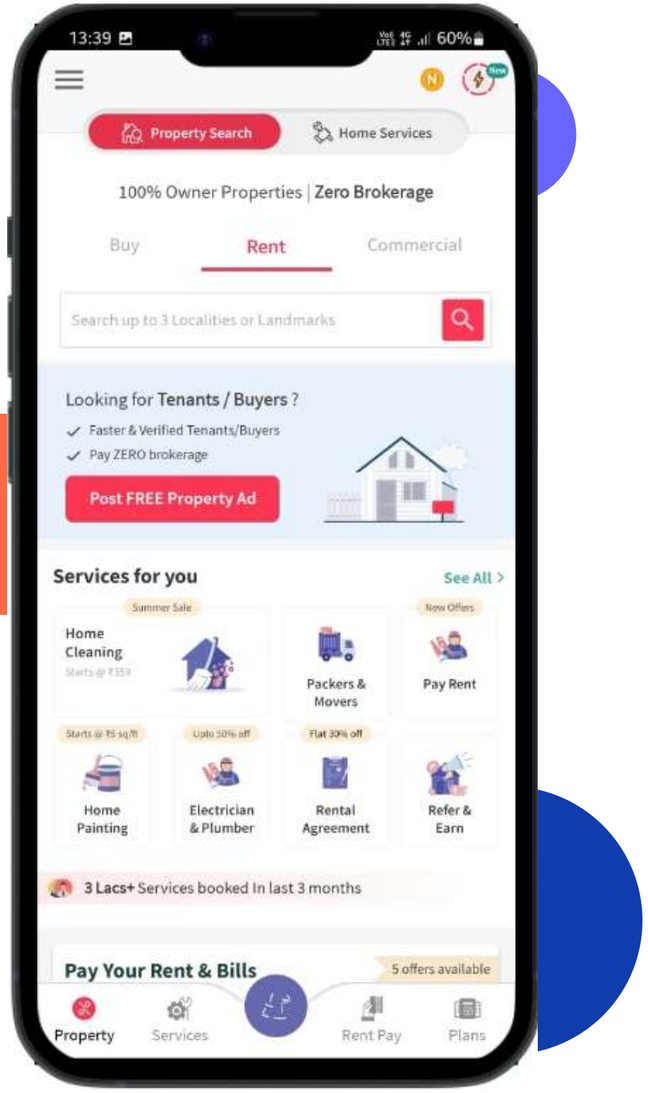


Subscription Plans

Try Pitch

	Onboarding	Home Screen	Property Search	Property Discovery	Property Details	Login and Contact Details	Subscription Plans
User Action	• Give location and contact list access	• Toggle between Buy, Rent and Commercial offerings • Navigate to Services, Rent Pay and Plans section	• Enter city and location preferences • Apply filters for the type of property, price range, availability etc • Add suggested nearby locations as well	• Select properties based on your budget • Apply filters and sort properties	• Check amenities and property rules • Explore neighbourhood and check property distance from a particular place	• Login with your mobile number • Navigate to subscription plans screen • Explore nearby similar properties	Select subscription plans based on your need
User Pain Points	None	• Too many ways to navigate to services section • Multiple navbars directing to same screens	• Sometimes filters don't work properly and shows irrelevant properties	• Some properties don't have pictures • Too many NoBroker services ad in between listings	• Old pictures of the properties • Cannot contact owners without logging in	• Contact details are not shown in app and has been sent on phone or email	• Services provided in basic plans are not worth the money
User Emotions							

Try Pitch

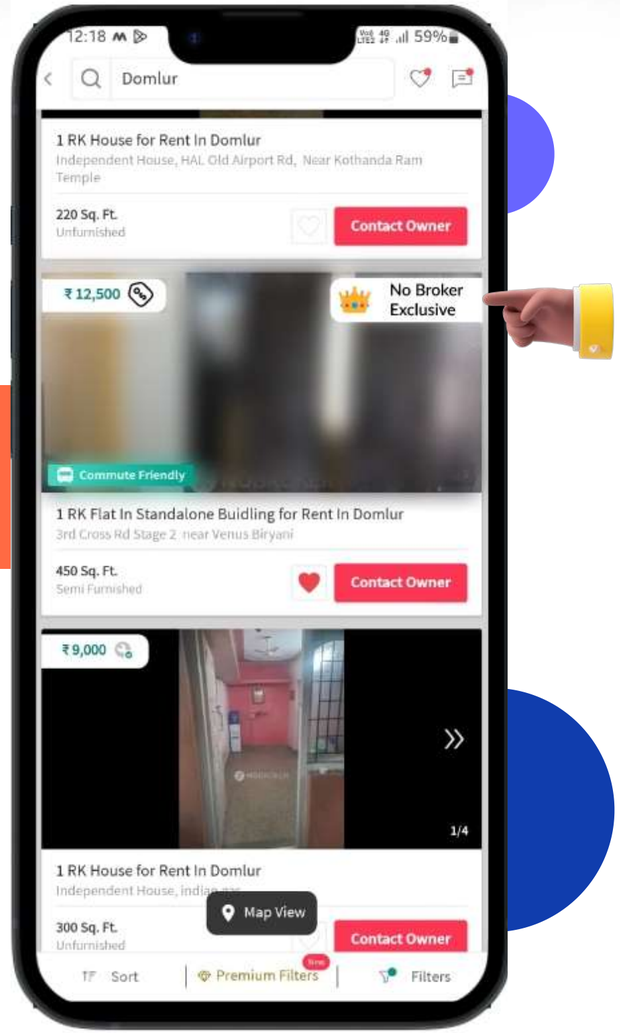


PAIN POINTS

1. Brokers disguising themselves as property owners.
2. Most of the properties are missing pictures or the pictures present are very old and are not of good quality.
3. Status of the property is not updated because of which user looses one potential owner detail.
4. Plans with the given price points are not worth it.
5. Active properties are not visible even after applying filters.
6. Contact details are not shown in app and has been sent on phone or email.
7. Too many ads for service features while searching for properties.

Try Pitch

1. Exclusive Properties



What is the feature?

This feature is going to show all the free users some of the **earmarked exclusive properties as ads.** These properties will be shown based on their past ratings. The details of this can be revealed once the user avails the premium subscription.

How will it impact?

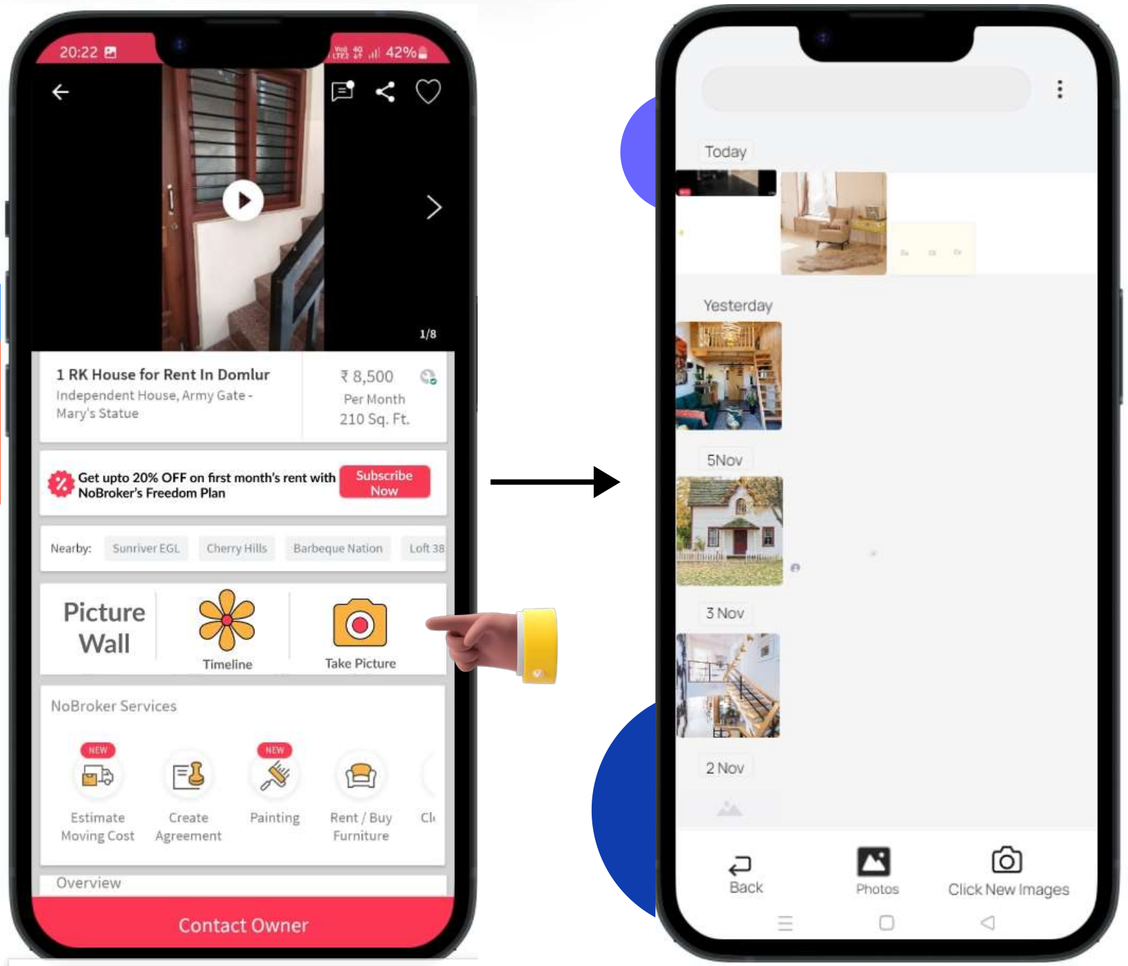
This feature makes users feel special and trusted. The "exclusive" tag creates a fear of missing out on great properties, encouraging them to get a premium subscription for access to the best choices.

How can it be implemented?

The user will be shown the exclusive properties with a few blurry images and when the user tries to access those they will be asked to avail the premium subscription to access those pictures and the owner's contact details.

Try Pitch

2. Picture Wall



What is the feature?

This feature allows users to upload pictures of the property they visited. Every picture uploaded is then reflected on the wall. The picture wall would show the latest uploaded pictures and the evolution of the house over time to new users. Only the subscribed users will be able to see all the pictures.

How will it impact?

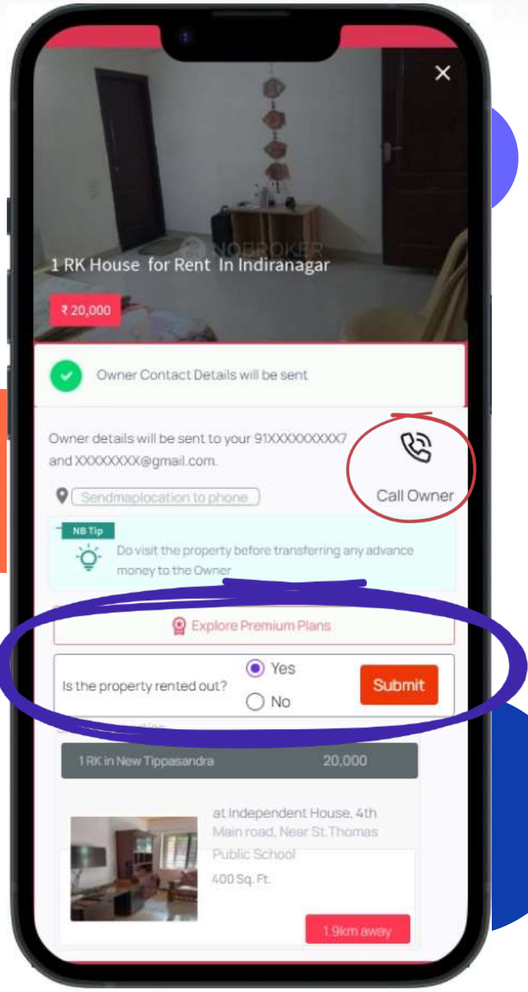
This feature encourages user interaction and engagement on the platform as it allows users to comment and react to each uploaded picture. Mainly, it allows users to see the latest condition of the house from the pov of a user.

How can it be implemented?

We will create a new user gallery section where users can see the uploaded images and can also upload the images. These images will be chronologically organized to create a picture wall of the house.To identify and prevent unwarranted images all the pictures will be verified and then reflected on the wall.

Try Pitch

3. Occupancy Status



What is the feature?

This feature allows users to provide feedback on the occupancy status of the property. It addresses the issue of already rented out properties and no response from the owners.

How will it impact?

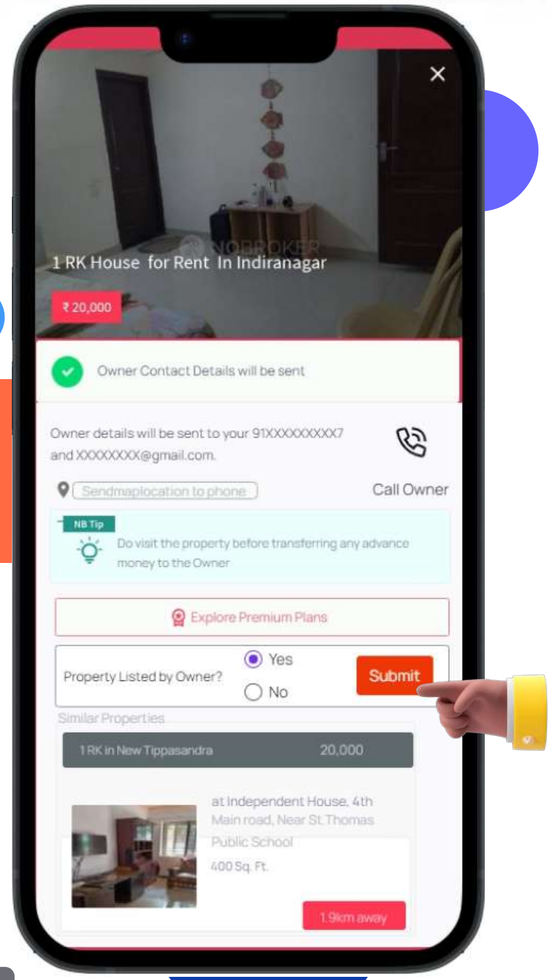
This feature can help reduce the number of already rented-out properties from the platform which will make the search process less frustrating for users.

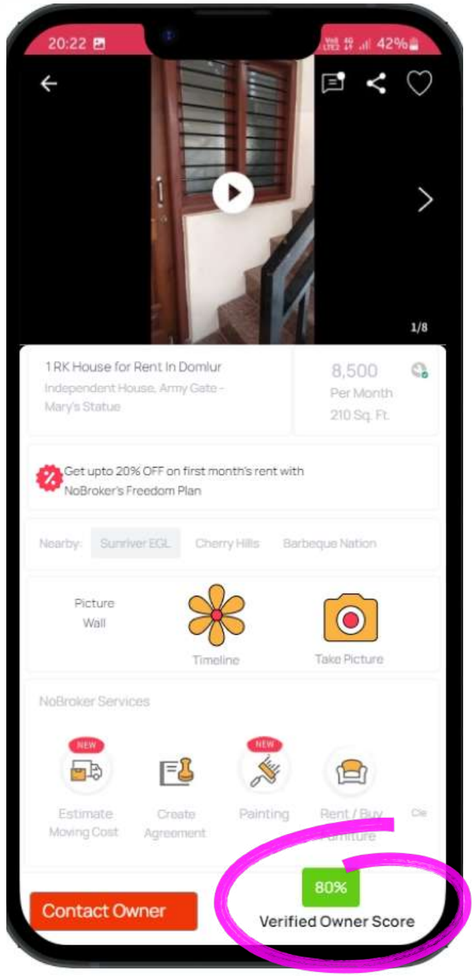
How can it be implemented?

Nobroker will allow users to call owners from the application itself. After the call is completed, follow up will be done on the app to identify if the property was rented out or not and if the considerable numbers of respondents say that property is rented out NoBroker will flag that property and reach out to the owners to remove it.

Try Pitch

4. Owner Identification





What is the feature?

This feature will display to the user the chances of the owner's contact information being legitimate or not before user contacts them.

How will it impact?

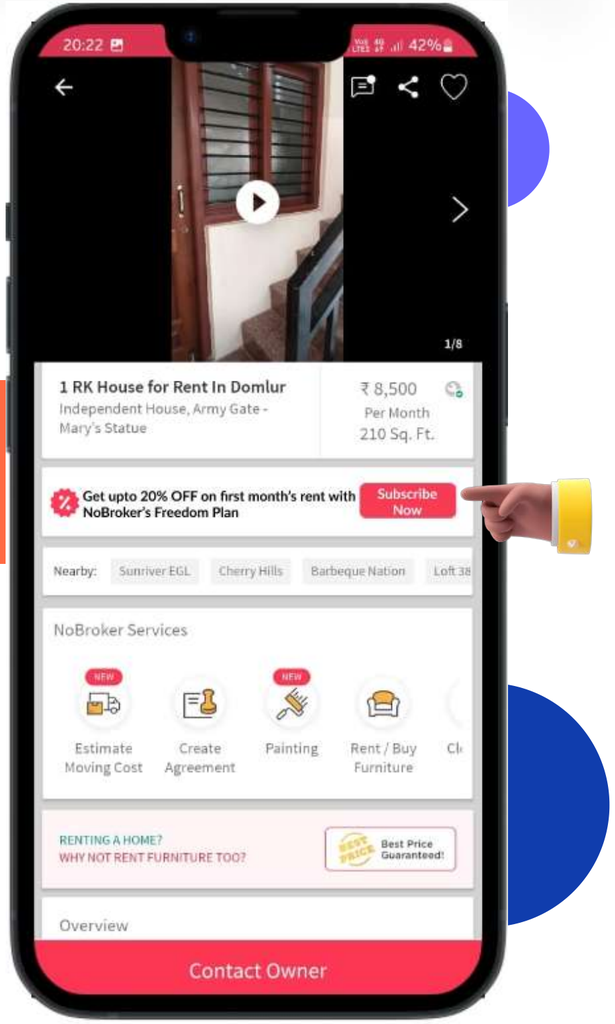
This feature will help the users to verify the legitimacy of contact information and help them feel more secure when reaching out to property owners. Implementing a legitimacy verification feature could significantly reduce the chances of brokers posing as property owners on the platform which adds a layer of transparency and trust to the platform.

How can it be implemented?

This feature will ask the user if the owner seems legitimate after a successful call with the owner. Based on the previous responses we will display a new owner contact.

Try Pitch

5. Exclusive Pricing



What is the feature?

Every property will be listed with some exclusive discounts for first month's rent which a user can avail. If the user opts to use this offer, then they will be prompted to buy the subscription plan. These premium users will be given a discount of up to 20% on the first month's rent.

How will it impact?

This feature will highly impact the price conscious customers who are reluctant to pay high rent initially. Also when this feature will be clubbed with our exclusive properties feature the user will have a better value proposition to subscribe to our plans.

How can it be implemented?

It can be easily implemented by charm pricing strategies. A simple highlighted box showing attractive discounts right below the listed price will grab the attention of the user. Once, they click on the CTA button, they will be directed to the subscription plans screen.

Try Pitch

Prioritization

Solution	Reach	Impact	Confidence	Effort	RICE Score	*Rank*
Exclusive Properties	100%	4	75%	3	1	2
Exclusive Pricing	75%	2	50%	2	0.375	4
Picture Wall	100%	5	90%	4	1.125	1
Occupancy Status	50%	2	60%	3	0.2	5
Owner Identification	100%	4	50%	3	0.67	3

Reach	Impact	Confidence	Efforts
Scale: 0 - 100%	5 = Massive Impact	Scale: 0 - 100%	5 = Massive effort
	4 = High Impact		4 = High effort
	3 = Medium impact		3 = Medium effort
	2 = Low impact		2 = Low effort
	1 = Minimal impact		1 = Minimal effort

Try Pitch

Improved Pricing Strategy

Freedom Plan	Rs. 1,999 +18% GST
Get genuine house owner contacts matching your requirements	
Complete Relocation Assistance on Call	
• Free Customized Packer and Mover Quote • Free Rental Agreement consultation with expert On-Demand Support	
Premium Filters	✓
Number of Contacts	upto 25
Instant Property Alerts on SMS	✓
Locality Experts	✗
Rent Negotiation	✗
Exclusive Properties	upto 5
Rent Discount	upto 20%
Picture Wall Access	✓
Picture Wall Interaction	✗

Relax Plan	Rs. 3,499 +18% GST
Get Relationship Manager to help you SAVE time and money	
Relationship Manager	
• Contacts owners and fixes meetings • Negotiates rent on your behalf Provides locality level expertise	
Premium Filters	✓
Number of Contacts	upto 50
Instant Property Alerts	✓
Locality Experts	✓
Rent Negotiation	✓
Exclusive Properties	upto 15
Rent Discount	upto 20%
Picture Wall Access	✓
Picture Wall Interaction	✓

MoneyBack Plan	Rs. 5,999 +18% GST
Get Guaranteed home or 100% Refund	
Relationship Manager	
• Contacts owners and fixes meetings • Negotiates rent on your behalf Provides locality level expertise	
Premium Filters	✓
Number of Contacts	upto 50
Instant Property Alerts	✓
Locality Experts	✓
Rent Negotiation	✓
Exclusive Properties	upto 25
Rent Discount	upto 20%
Picture Wall Access	✓
Picture Wall Interaction	✓

Plan Validity : MoneyBack& Relax (45 Days) , Freedom& Basic (90 days).T&C apply.

Try Pitch

Metrics

North Star Metric: No. of users subscribed to paid plans/month.

L1 Metrics:

1. **Uploading Images**: No. of users who are uploading images of the properties visited on the picture wall.
   Average number of images uploaded per user/month.
   Number of images uploaded per property per month.
2. **Availing Subscription**: No. of Users who are availing subscription while exploring the exclusive properties, and exclusive pricing features per month.
3. **Owner's Details Confirmation**: No. of users who are responding to the question if the phone number belongs to the owner per month per property.

L2 Metrics:

1. **Net promoter score (NPS):** Customer satisfaction and loyalty measure. It is calculated by asking users how likely they are to recommend NoBroker to others.
2. **Occupancy Status**: No of users who are responding to the question if the property is occupied per month per property.
3. **Revisiting Subscribed Users**: No. of Users who are re applying for the subscription plan.

Try Pitch



Thankyou!

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Pitch

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