Housing The Bay

@ULISF
#HousingTheBay
Keynote

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Know before you go…
Renters will always apply to where they want to live, but not to where they may qualify.

90% of users don’t qualify outright.

- 33% Action Required
- 57% Conditional Pass
- 10% Pass

Key Learnings
We see every application and can identify the exact reason a renter doesn’t qualify.

The chart at right shows all pain points for the 10k people that are action required or conditional pass.

Note: one person can fail multiple criteria.
We have identified multiple products that will be able to support almost every scenario renters are facing.

We know the exact number of times each barrier transpires (Key Learnings).

We know the amount of times our product will be placed as a solution in front of the renter (Key Learnings).
Thank you!