

THE IMPACT OF ONLINE RENTAL PLATFORMS

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ABSTRACT

The rise of online rental platforms has changed the way people search and rent products. These platforms make it easier for tenants to search and compare properties and for landlords to reach a wider range of tenants. But online rental sites have also raised concerns about fraud, discrimination and impacts on rental prices. This case study will examine the impact of online rental on the real estate market. It starts with an overview of the online rental business and the various platforms available. He will then discuss the pros and cons of using an online rental site for both tenants and homeowners.

Keywords: Shared Spaces, Rentals, Real Estate, Flats.

I. INTRODUCTION

In recent years, online rental platforms have become increasingly popular, offering tenants and landlords an easy and profitable way. These platforms allow tenants to search for rental properties, contact landlords, and apply for rent online. Landlords can use this platform to list their properties, screen tenants, and manage their rent. Renting online has many advantages for tenants and landlords. For renters, these platforms make it easy to find suitable rental properties, compare prices and amenities, and apply for rent. For landlords, these platforms can help reduce the time and effort required to find tenants and manage rents. Finally, online libraries have a wider selection of products than rental stores. Because the platform is not limited to products in stock in physical stores. Instead, users around the world have access to a large repository of works.

Due to these advantages, online rental sites have become popular. Global online commerce was estimated to be worth \$49.6 billion in 2020 and is expected to reach \$108.9 billion by 2025.

II. REVIEWS OF SOME POPULAR RENTAL PLATFORMS ONLINE RENTAL

Platforms have become popular in recent years because they offer an easy and effective way for renters and landlords. These platforms allow tenants to search for rental properties, contact landlords, and apply for rent online. Landlords can use this platform to list their properties, screen tenants, and manage their rent.

(i) MagicBricks.com

Magicbricks.com is the most profitable company for global business with its unique services and innovative online features. Launched in 2006 by Times Group, Magicbricks has become India's number one website.

Magicbricks' design is based on meticulous research, creating unique products and innovative ideas and is accepted by users. In order to provide the best service to users, the features of the Magicbricks Real Estate Portal are constantly developed, tested and improved.

In addition, magicbricks.com sets an example with its world-famous products. This is where the best of India's major cities is available to visitors from India and abroad.

Today magicbricks.com has completed 75 real estate conferences and more than 15 international real estate conferences.

Pros - No brokerage fees, easy to use and navigate, many services available.

Negatives - Poor customer support, unreliable business, sometimes slow website.

Reviews - Customer support brings tears to my eyes, they write you off when you buy from them, poor guidance.

(ii) Airbnb

Airbnb is an online platform created in 2008 that connects people who need help with people who want to rent more space. Airbnb allows people to search for real estate listings around the world. Airbnb is a popular choice among travelers for many reasons. It is often cheaper than a hotel and has more original and unique travel options.

Good - Affordable prices, flexible cancellation policy and easy booking process.

Negatives - Hidden fees, security issues, host may cancel without notice.

(iii) Apartment.com

Apartments.com is an online apartment listing site that provides renters with information on over 1,000,000 apartments for rent. The Apartments.com network of rental properties operated by CoStar includes Apartments.com, ForRent.com, ApartmentFinder.com, Apartamentos.com, ApartmentHomeLiving.com, ForRentUniversity.com, After55.com, CorporateHousing.com and WestsideRentals.com.

Active - User-friendly interface offering direct communication with hosts.

Negatives - The website can be slow at times and some listings may be inaccurate or inaccurate.

(iv) Realtor.com

Realtor.com is a subsidiary of Move, Inc., a subsidiary of News Corp. headquartered in Santa Clara, California. is a real estate listing website operated by. It is the second most visited real estate directory in the United States, with more than 100 million monthly users as of 2021. The site was founded in 1995 as the Realtor Information Network, a closed network of members of the National Association of Realtors. It was relaunched in 1996 as a public website showing real estate. Since then, Realtor.com has become recognized as the largest real estate website in the United States and was valued at \$2.5 billion by Morgan Stanley in 2016.

Active - Information about real estate, price, service and more, with the ability to search for products by location.

Negatives - Some listings may be inaccurate or out of date and some real estate agents are difficult to contact.

(v) NestAway.com

This is a Bengaluru based home solutions company founded in 2014. It is considered one of the fastest growing home management companies. He believes that there is a solution to humanitarian problems. Low interest rates ensure cheap interest rates and no unemployment on site. It helps clients find homes, tour and move on their own. NestAway is an online platform that helps people find and rent flats and rooms in India Nest Away was founded in 2015. It is the fastest growing "rental management" in India.

Good - Zero brokerage focused on solving problems, providing reasonable guidance.

Bad - Service needs improvement, no refunds, poor customer support.

Lessons - The company has no value to steal, no disappointments and bad experiences, no refunds.

(vi) OpenRent.com

OpenRent is dedicated to creating the best way for landlords to manage their rental processes. Open Rent gives landlords the tools to manage the entire process themselves, from finding new tenants to collecting rent.

With OpenRent you can:-

- Advertise on the UK's largest social network.
- Create a contract and complete your agreement.
- Purchase a security certificate.

Pros - No organization fees, easy to use, excellent customer support.

Negatives - limited housing options, risk of fraud.

III. ANALYSIS OF CUSTOMER PROBLEMS

When the problems faced by customers while renting are examined, the following conclusions are reached:

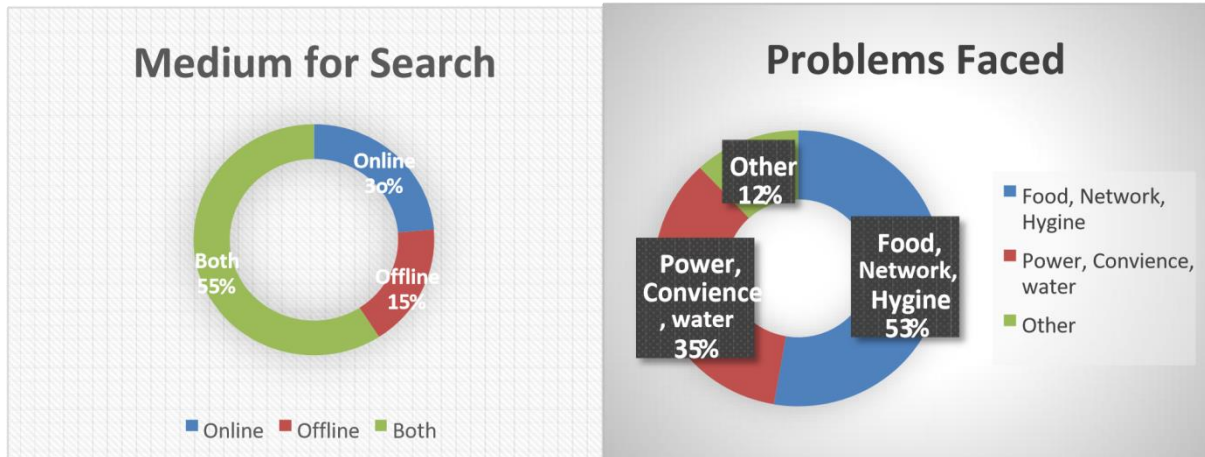


Figure 1: Setup and problems among consumers looking for products. You meet while renting a house.

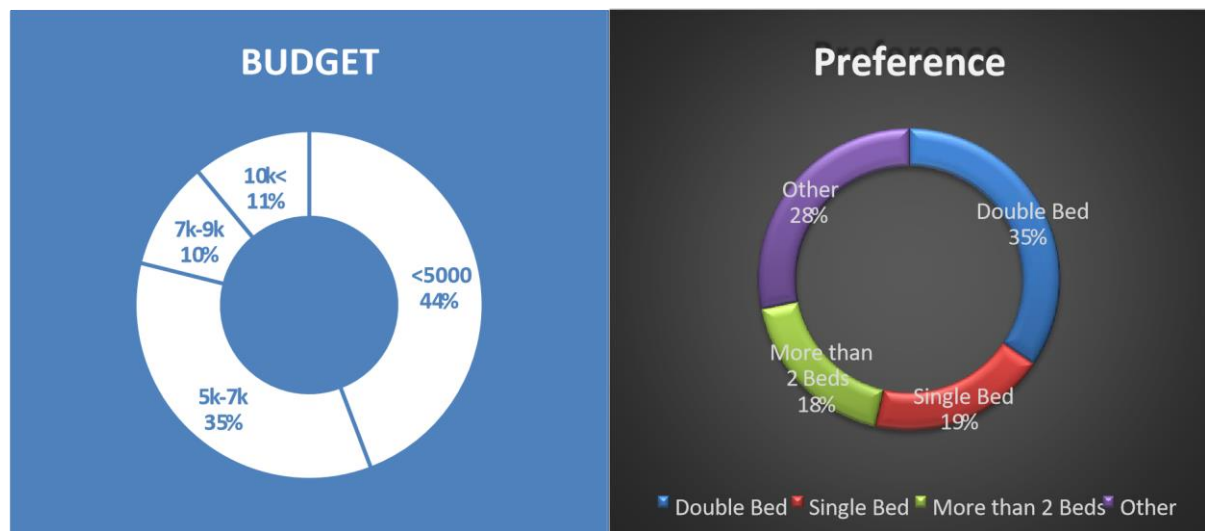


Figure 2: Rent and required bed budget

IV. CONCLUSION

The purpose of this survey is to identify the problems consumers experience in finding suitable mattresses. Search for rental properties and compare some of the most popular online platforms for renting or selling. Providing landlords and tenants with an easy and effective way to connect, these platforms make finding the perfect rental property easier than ever. However, although online lending sites have many advantages, they also bring some challenges.

V. REFERENCES

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