

# RentScout

*Rental market intelligence for Indian metros — fair-price estimates + neighbourhood scores + landlord/society reviews. 99acres / Magicbricks are listings; RentScout is the buy-side intelligence.*

<b>Category</b>	Set 7 · Verticals & Creator
<b>Customer</b>	Indian metro renters (especially young professionals moving cities + relocating within city + first-time independent renters)
<b>Monetisation</b>	■199/mo Solo · ■399/mo Family · ■49 per detailed neighborhood report (one-time)
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

RentScout addresses the structural information asymmetry on the buy-side of Indian metro rental markets. 99acres + Magicbricks + Housing.com + NoBroker provide listings (supply-side discovery) but leave the renter with critical unanswered questions: is this rent fair for the neighbourhood? what is this neighbourhood actually like to live in (commute + safety + walkability + amenities + power outages + water supply)? what is this landlord's history (treatment of past tenants + responsiveness + return-of-deposit reliability)? what is this society's reputation (governance + amenities + restrictions)?

Product: per-listing intelligence layer + neighbourhood intelligence + landlord/society reviews. Renter searches by area + budget; RentScout overlays: fair-price estimate + neighbourhood score + commute analysis + landlord rating (where available) + society rating (where available) + deposit-recovery probability.

Year-1 target: 6,500 paying subscribers + 12,000 per-report purchases generating ■2.4 crore annual revenue against ■40 lakh costs. Cash-positive month 3-4. Wedge against listing portals is buy-side intelligence + reviews.

## The Problem

An Indian metro renter (typically 24-38 year old young professional in Bengaluru + Mumbai + Hyderabad + Delhi NCR + Pune) faces a recurring rental decision problem. Listings on 99acres / Magicbricks / NoBroker show available flats + rent + photos but provide no information on: whether rent is fair for area + neighbourhood quality + landlord history + society reputation + deposit-recovery probability. Renter signs lease + discovers issues over months (landlord delays repairs, neighbourhood has water issues, society has restrictive bylaws, deposit not returned at exit).

The structural failure: listing portals make money from listings + brokers, not from helping renters make better decisions. Information about fair pricing + landlord behaviour + neighbourhood quality is buried in WhatsApp groups + Reddit threads + word-of-mouth + impossible-to-find Google Reviews.

Market gap: a buy-side intelligence product that aggregates + structures this scattered information at modest subscription cost.

## The Solution

RentScout's intelligence layers. Fair-price estimate: per-listing rent assessment based on similar-property + neighbourhood-historical + features comparison. Renter knows whether asking rent is reasonable or inflated.

Neighbourhood intelligence: per-neighbourhood structured data on commute times to major employer areas + safety perception + walkability + amenities + water-supply reliability + power-outage frequency + monsoon-flooding history + traffic patterns.

Landlord ratings: aggregated reviews from past tenants (where available; built up over time as user base grows). Specific dimensions: responsiveness + repair-promptness + deposit-recovery + lease-flexibility.

Society ratings: aggregated reviews of housing societies. Governance + maintenance + amenities + restrictions + community-vibe + family-friendliness.

Deposit-recovery intelligence: aggregated experience of past tenants regarding deposit-return at lease end.

Pro tier (■399/mo Family): includes spouse + family-decision-maker access + roommate-finder + extensive commute analysis (multi-employer-location).

Per-report (■49 one-time): for renters not ready for subscription, individual neighbourhood + property report purchase.

Three structural differences from listing portals. First, buy-side intelligence vs. seller-side listings. Second, structured reviews + ratings vs. just photos. Third, fair-price estimates vs. accepting asking price as ground truth.

## Market Opportunity

Indian metro renter market: ~25M active renter households across tier-1 + tier-2 cities. New rental decisions annually: ~6-8M.

Willing-to-pay segment: ~1-2M renters annually would pay ₹199/mo subscription during 2-3 month search period.

At blended ARPU of ₹1,200 (mix of monthly subscription + per-report), SAM is ~₹1,200-2,400 crore. Realistic 3-year capture: 0.5-1.5% = ₹6-36 crore annual revenue.

Adjacent expansion. Year 2: home-buying intelligence (buy-side intelligence for property purchase decisions). Co-living + PG-specific tier (different rental segment with similar information-asymmetry).

## Target Customer

Primary persona: a 28-year-old software engineer relocating from Bengaluru to Hyderabad for new job. Will pay ₹199/mo Solo subscription during 2-3 month search + relocation period.

Secondary persona: a 32-year-old couple relocating within Mumbai for life-stage change (had child, want larger flat in family-friendly society). Will pay ₹399/mo Family tier for joint-decision tools + spouse-shared search.

Tertiary persona: a 26-year-old first-time independent renter in Pune evaluating 1 specific neighbourhood she's considering. Will pay ₹49 one-time for detailed neighbourhood report rather than subscription.

## Product

Listing intelligence layer: overlay on listings from major portals (99acres + Magicbricks + Housing + NoBroker) showing fair-price + neighbourhood-score + landlord-rating + society-rating.

Neighbourhood deep-dive: structured per-neighbourhood data on commute + safety + walkability + amenities + utilities + traffic + flooding.

Landlord database: aggregated reviews from past tenants with structured ratings.

Society database: aggregated society reviews with multi-dimensional ratings.

Deposit-recovery intelligence: aggregated past-tenant experience.

Commute analysis: multi-employer-location commute time + traffic-pattern analysis.

Roommate-finder (Pro Family): matching tool for finding compatible roommates.

Per-report tier: individual neighbourhood + property detailed report purchase.

## Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

Data ingestion: listing-aggregator scraping (respectful) from major portals + community-contributed reviews + curated data team for neighbourhood intelligence.

Fair-price ML model: trained on historical rental data + property features + neighbourhood factors.

Commute analysis: Google Maps + ola/uber data integration for realistic commute times.

Payments: Razorpay.

## Business Model & Unit Economics

Three structures. Solo subscription ■199/mo (during search period — typical 2-3 months). Family subscription ■399/mo (multi-user). Per-report ■49 one-time.

Conversion: trial period (free 24-hour access) converts at 16%. Distribution: 50% Solo monthly, 25% Family monthly, 25% per-report one-time.

Gross margin: 85%. Major cost: data team + listing-aggregator-data licensing/scraping + content maintenance.

LTV: ■199 × 2.5 mo avg = ■500 (Solo); ■399 × 3 mo = ■1,197 (Family); ■49 one-time (per-report).

### Unit Economics (Year-1 base case)

Year-1 paying subscribers	6,500
Year-1 per-report purchases	12,000
Year-1 revenue	■2.4 crore
Gross margin	85%
CAC	■160
Year-1 all-in costs	~■40 lakh
Year-1 net contribution	~■1.6 crore

## Go-to-Market

Channel 1 — SEO (45%): high-intent rental queries ('is X area Bengaluru good for living', 'fair rent for 2BHK Koramangala', 'best society to rent in Hyderabad').

Channel 2 — Relocation-community + young-professional content (25%): tech-professional FB groups + relocation forums.

Channel 3 — Employer-relocation partnerships (15%): partnerships with HR teams at companies frequently relocating employees.

Channel 4 — Paid acquisition (15%).

### Roadmap (first 12 months)

- Month 1-3: MVP with 3 city coverage (Bengaluru + Mumbai + Hyderabad) + fair-price + neighbourhood intelligence + Solo tier. 500 subscribers + 600 per-report.
- Month 4-5: Landlord + society review database (community-contributed seeded) + Family tier, 1,500 subscribers + 3,000 per-report.
- Month 6-8: Pune + Delhi NCR + Chennai coverage, commute analysis, 3,000 subscribers + 7,000 per-report.
- Month 9-10: Roommate-finder + deposit-recovery intelligence, 5,000 subscribers + 10,000 per-report.
- Month 11-12: 6,500 subscribers + 12,000 per-report, ■2.4 crore year-1 revenue.

### Key Risks

- Listing-portal cooperation: portals (99acres + others) may restrict scraping. Mitigated by user-submitted listing-overlay model + partnership-pursuit + multi-source approach.

- Review database cold-start: landlord + society reviews require user base to populate. Mitigated by seeding from public Google Reviews + Maps data + community-contribution incentives.
- Defamation liability on negative landlord reviews: legal risk. Mitigated by structured-rating-only-no-text policy + verification-of-tenant-relationship + DMCA-style takedown process.
- Listing-portal launching competitive intelligence — possible long-term. Mitigated by buy-side ethos (their business is seller-side; their conflict of interest impedes buy-side product).
- Coverage depth across cities + neighbourhoods: substantial content investment. Mitigated by phased city-rollout + community-contribution flywheel.