

# PropChoice: Tailored Real Estate Selection Assistant

An intelligent plugin that personalizes property searches based on user preferences and needs.

Niche: Real Estate	Product: Shopify Wordpress Plugin	Overall Score: 76 / 100
--------------------	-----------------------------------	-------------------------

Audience	B2C B2B
Monetization	Subscription Freemium
Budget	Medium
Competition	Medium
Region	Global

## 6-Dimension Score

Dimension	Score	Why this score
Demand	60	Users are highly frustrated with irrelevant listings, poor agent responsiveness, and lack of specific filters in current real estate apps, indicating strong demand.
Gap	36	Existing platforms offer broad search but lack deep personalization, specific demographic filters, and transparency on agent performance or hidden costs.
Trend	53	There's an increasing demand for personalized experiences and data-driven insights in all sectors, including real estate, to streamline complex decisions.
Competition	47	Major players exist, but none offer the specific, tailored filtering and agent responsiveness tracking proposed by this intelligent plugin.
Monetization	36	A freemium model for basic personalization, premium features for advanced filters/agent insights, or a plugin license fee are viable monetization strategies.
Feasibility	62	Developing a plugin to integrate with existing real estate data and apply advanced filtering and personalization is technically feasible.

**About the Idea Score.** The overall score is a calibrated composite of the six dimensions — weighted by their relative importance for go-to-market viability, then mapped onto a user-readable 0-100 scale. Higher is better. Treat scores as directional, not absolute.

## Problem Statement

Users are expressing frustration with current real estate applications due to irrelevant listings and poor responsiveness from agents. Complaints highlight issues such as hidden charges, the absence of filters for specific demographics (like bachelors or families), and challenges in accurately finding properties. With an

average sentiment score of 0.00, it's clear that existing solutions are failing to meet user expectations, leading to uninstalls and dissatisfaction. This presents a significant opportunity for a tailored solution that understands and adapts to user needs.

## Key Features (from scraped demand signals)

- Personalized property search
- Demographic-specific filters
- Agent responsiveness tracking
- Hidden charge alerts
- Preference learning algorithm

## Target Audience

• Primary: Homebuyers and renters looking for personalized property options. Secondary: Real estate agents and agencies aiming to enhance their service offerings.

## Competitor Map

Competitor	What they do	Gap from this idea's POV
<b>Zillow</b> <a href="https://www.zillow.com/">https://www.zillow.com/</a> <b>free</b>	Leading online real estate marketplace offering property listings, home values, and connections to real estate agents.	Lacks deep personalization for specific demographics, advanced filtering for unique needs, and transparency on agent responsiveness.
<b>Realtor.com</b> <a href="https://www.realtor.com/">https://www.realtor.com/</a> <b>free</b>	Provides comprehensive property listings, market data, and tools to connect with real estate agents and brokers.	Offers broad search filters but struggles with highly specific demographic needs and doesn't track agent responsiveness effectively.
<b>Redfin</b> <a href="https://www.redfin.com/">https://www.redfin.com/</a> <b>free</b>	Real estate brokerage and online platform known for its map-based search and agent services with commission refunds.	While innovative, it doesn't offer granular demographic filtering or a system to flag hidden charges and agent responsiveness.
<b>Trulia</b> <a href="https://www.trulia.com/">https://www.trulia.com/</a> <b>free</b>	Real estate search engine providing property listings, neighborhood insights, and local information like crime rates.	Focuses on neighborhood data but lacks advanced personalization for individual preferences and tools to assess agent quality or hidden fees.

## \$ MONETIZATION APPROACH

Model <b>Subscription</b>	Model <b>Freemium</b>	Budget <b>Medium</b>	Audience <b>B2C</b>
------------------------------	--------------------------	-------------------------	------------------------

SAMPLE - see th

Audience <b>B2B</b>			
------------------------	--	--	--

Implement a subscription-based model for real estate agencies to access premium features, such as advanced filtering and analytics. Additionally, a freemium approach can attract users, allowing them to try basic functionalities before subscribing for enhanced capabilities.

# ESTIMATED BUILD COMPLEXITY		
LOW	<b>MEDIUM</b>	HIGH

**MEDIUM** · The integration of user preferences and dynamic listings requires careful design but can leverage existing technologies.

{ } SUGGESTED TECH STACK	
Layer	Recommendation
Plugin	PHP (WordPress) or Liquid + Node.js (Shopify)
Backend	Node.js + Express
Database	Plugin's host DB + small Postgres for analytics
Auth	OAuth via host platform
Distribution	WordPress.org repo / Shopify App Store
Pricing	Stripe Billing or host-native billing

**Why this stack:** Utilize a combination of React for the frontend to ensure a responsive user interface, Node.js for the backend for efficient data handling, and a cloud database like MongoDB to store user preferences and property listings dynamically.

## How this idea was discovered

This idea was surfaced by Unbuilt Lab's automated scanner from **12+ rich and trusted public data sources**. The raw signal was clustered, sentiment-analysed, and scored on the six dimensions above. **Supporting evidence is available in the live in-app report** — click any dimension to drill into the underlying data points.

SAMPLE - see the depth of every report you order

SAMPLE - see th