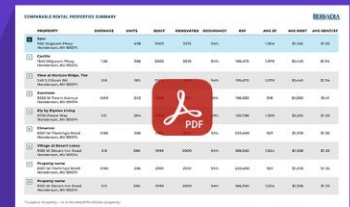
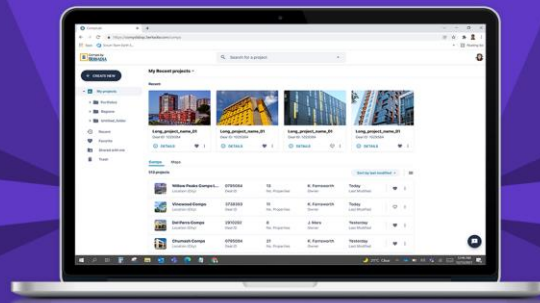


UX Case Study - Comps APP

Status – Shipped and live



Comps app is a platform where users will be able to compare subject property (a property being sold) with all nearby properties and generate high quality reports, which can be used in the sales and marketing at Berkadia.

01 - Project Overview

Role

Senior Product Designer

Duration

Dec 2019 – May 2021

Tools



Figma



Lucid
Chart



Airtable



Creative
Cloud



Excel



Word

Team

We used Agile Scrum Methodologies for development of product.

- Product Owner
- Scrum Master
- Senior Product Designer (Me)
- Developers (4)

Background

Comps app is a deal marketing app, used to compare subject property (a property being sold) with all nearby properties and generate reports, which can be used in the sales and marketing at Berkadia. It gives value and maximize the price of the subject property. It helps Investment Advisors to tell the story about a property being sold to its customers. Types of Comps reports:

1. Rent Comps for Multi-Family
2. Sales Comps for Multi-Family
3. Rent Comps for Student Housing

Problem Statement

The user needs a way to instantly generate and modify high quality comparison report, without having to depend on designers. This manual process was time consuming.

Goals

- Provide a one-stop-shop for users to create/customize comparison report.
- Get rid of the existing manual process and reduce the time-to-task for the creation of comparison report.

- Save \$300,000 worth of additional graphic design talents.

02 - Design Thinking Process

There are many ways to describe a design process and here's one that covers strategy through production.



03 - Empathize

Research

Both **quantitative and qualitative** research were conducted. The primary goal was to gain insight into the journey of the user and their pain points.

Stakeholder interviews:

- We conducted interviews with multiple stakeholders such as VP, product management and various teams.
- This gave us a better understanding of the Berkadia internal processes and organizational structure.
- We also had opportunity to interview key stakeholders at Berkadia from design, engineering, and sales.
- It played a major role for gathering data and other marketing document insights.
- We arranged the interview notes into an Affinity Diagram and found some key insights.
- They helped us to identify the users.

User Survey:



- Online surveys were conducted to collect quantitative data from 260 users.
- This helped us to understand users and their demography.

User contextual inquiry:

- We identified the target users. They are mainly Analysts, designers, and people from sales.
- We prepared goals, method, and questions before interview.
- We conducted one-to-one interview, using online video call with a small sample of users in their normal work environment.

- This helped us to define user personas, product features, understand their goals and pain points.
- We recorded the interview in the form of video and updated the key point in Airtable.

Questions

User Interview:	User Survey:
 Participants: 10 Age: 22 – 38	 Participants: 260 Age: 22 – 85
<ol style="list-style-type: none"> 1. What does your daily schedule look like? 2. How often you need comparison reports? 3. What are the elements you had used in your reports? 4. What was the last time you sought help from designers to create reports? How did you find the experience? 5. Did you encounter any problems getting these reports? 6. How could this experience be improved? 7. Have you ever used an app for report generation before? If so, which one and how did you find the experience? 8. What features would be most important to you in an app like this? 9. Can you walk us through your current process of getting the reports? 	<ol style="list-style-type: none"> 1. What is your employee ID? 2. Select your role. 3. What is your age? 4. What is your gender? 5. Where are you located? 6. Have you ever worked on generating comps report? <i>(If answer YES, following question were asked, else exit from survey with thank you message)</i> <ol style="list-style-type: none"> i. Select the elements you used in your reports from the list? ii. If anything is missing from above list, please mention here. iii. Do you find creating reports form designer is time consuming? iv. Have you ever used a website or app for report generation before? <i>(If answer YES, following question were asked.)</i> <ol style="list-style-type: none"> a) If you answer YES to the previous question, can you explain what app/website you used, and what features you like about it? v. What are you first impressions and feelings towards the concept? vi. Please leave your comments or thoughts here.

Building User Personas

Creating a user profile (persona) I normally include social and demographics characteristics, goals, pain points and motivations.

Investment Advisor	Analyst	PMs, TMs and Office support
Total: 113	Total: 18	Total: 129
Age: 23 – 85	Age: 22 – 38	Age: 22 – 65

Under 40: 52% Over 40:48%	Under 30: 78%	Under 40: 61%
Male: 92% Female: 8%	Male: 89% Female: 11%	Male: 42% Female: 58%

Demography:



Name	Michael Breland
Occupation	Analyst
Age	33 years
Status	Married
Location	US
Education	Master of Business Administration
Tech skills	Expert

Goals and needs:

- Should be able to create/customize marketing materials and reports by self in less time.
- Provide a clear grasp of the local market trends.
- Tee up potential clients for the IA and BOV/deal valuation.

Pain Point:

- He was asked to gather missing data for properties, which takes him away from analysis work.
- Must involve multiple teams to provide materials to the designers to design.
- Time-to-task – everything is too slow.

Motivation:

- Be financially independent.
- Following the path to become Investment Advisor.

Demography:



Name	Rakesh Kodigella
Occupation	Design Process Expert
Age	29 years
Status	Married
Location	India
Education	Bachelor of Fine Arts
Tech skills	Expert

Goals and needs:

- Should be able to create/customize high quality marketing materials and reports for IAs in less time.
- Assist in data gathering, document prep, and fact checking.
- Smooth the workflow for an IA to get a property pitched, listed, and sold.

Pain Point:

- Much of the workflow is tedious and requires sign-off or confirmation from IA.
- Depend on multiple teams for design inputs, as it is difficult to understand data reports given in excel sheet.
- Time-to-task – everything is too slow.

Motivation:

- Be financially independent.
- Recognize a good job.

Usability Evaluation / Literature Reviews

- We have studied the organization related documents, style guides and corporate colors.
 - MaRc team provided us the previously designed marketing materials and documents.
-

04 - Define

- We put together all findings into one place, to create a collage of experiences, thoughts, insights, and stories.
 - Empathy Mapping of what the users: Said, Did, Thought, and Felt.
 - Define Problem Statement in a human-centered manner using Point of view (POV)
-

05 – Ideate

- With the help of Brainstorm session with the team, we came up with 15 concepts to solve the problem for the initial phase.
 - We tested our idea with Stakeholders to know the sustainability and viability of the notions.
 - We requested team to vote for the best idea.
-

06 – Prototype

- It was decided to build **MVP (Minimum Viable Product) product** first with basic features.
- The final product was released in the market only after getting sufficient feedback from the product's initial users.
- The low fidelity interactive prototypes were built first and discussed technical feasibility with developers.
- These low fidelity prototypes were tested with users before working high fidelity.

Features used in MVP release:

- Upload excel sheet and display data on screen
- Generation of Rent Comps report with basic template
- Generation of Sales Comps report with basic template
- Delete comparable properties from the list
- Download Comps Report in the form of PDF

Low Fidelity Designs

Comps report:

[Summary page]

Page Title here

LOGO

Property	City	Distance	Units	Built	Occupancy	Avg SF	Avg Rent	Avg Rent/SF
5 Subject Property Name	City Name	miles	1234	2003	%	1234	\$1000	\$100
1 Comparable Property	City Name	miles	1234	2003	%	1234	\$1000	\$100
2 Comparable Property	City Name	miles	1234	2003	%	1234	\$1000	\$100
3 Comparable Property	City Name	miles	1234	2003	%	1234	\$1000	\$100
4 Comparable Property	City Name	miles	1234	2003	%	1234	\$1000	\$100
5 Comparable Property	City Name	miles	1234	2003	%	1234	\$1000	\$100
6 Comparable Property	City Name	miles	1234	2003	%	1234	\$1000	\$100
Total / Averages			1234			1234	\$1000	\$100

[Property Details]

Page Title here

LOGO

S

Property Name

AddressType
BuiltUnits
OccupancyRenovated

Source Notes Text

Notes Text

Donut Chart

Label 1
Label 2
Label 3
Label 4
Label 5

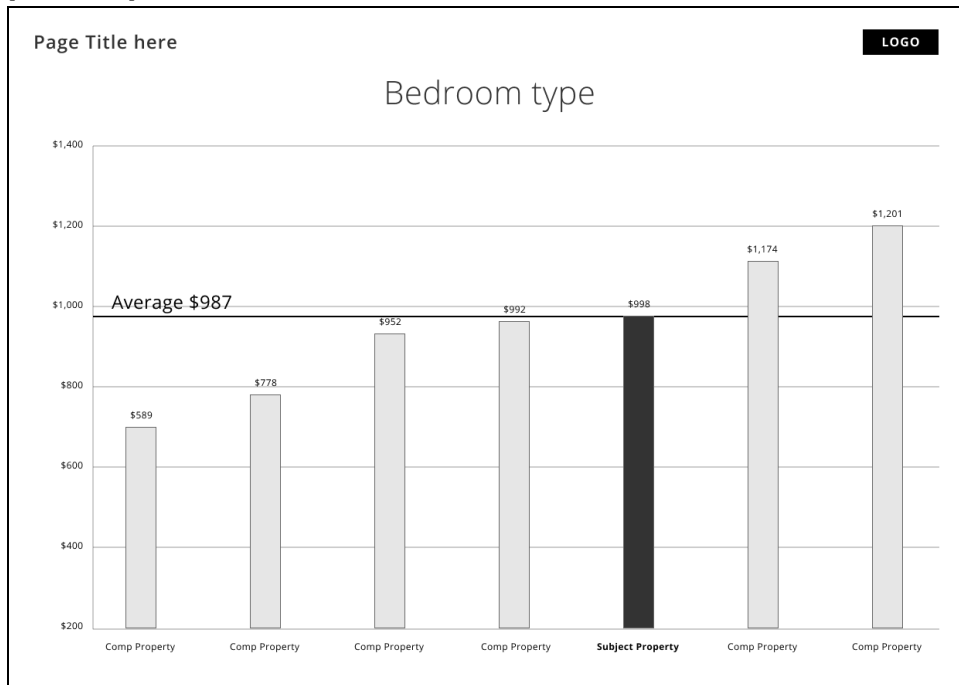
Amenities list

Unit Mix Table

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7

[Bar Chart]



Application:

[Upload Excel]

LOGO

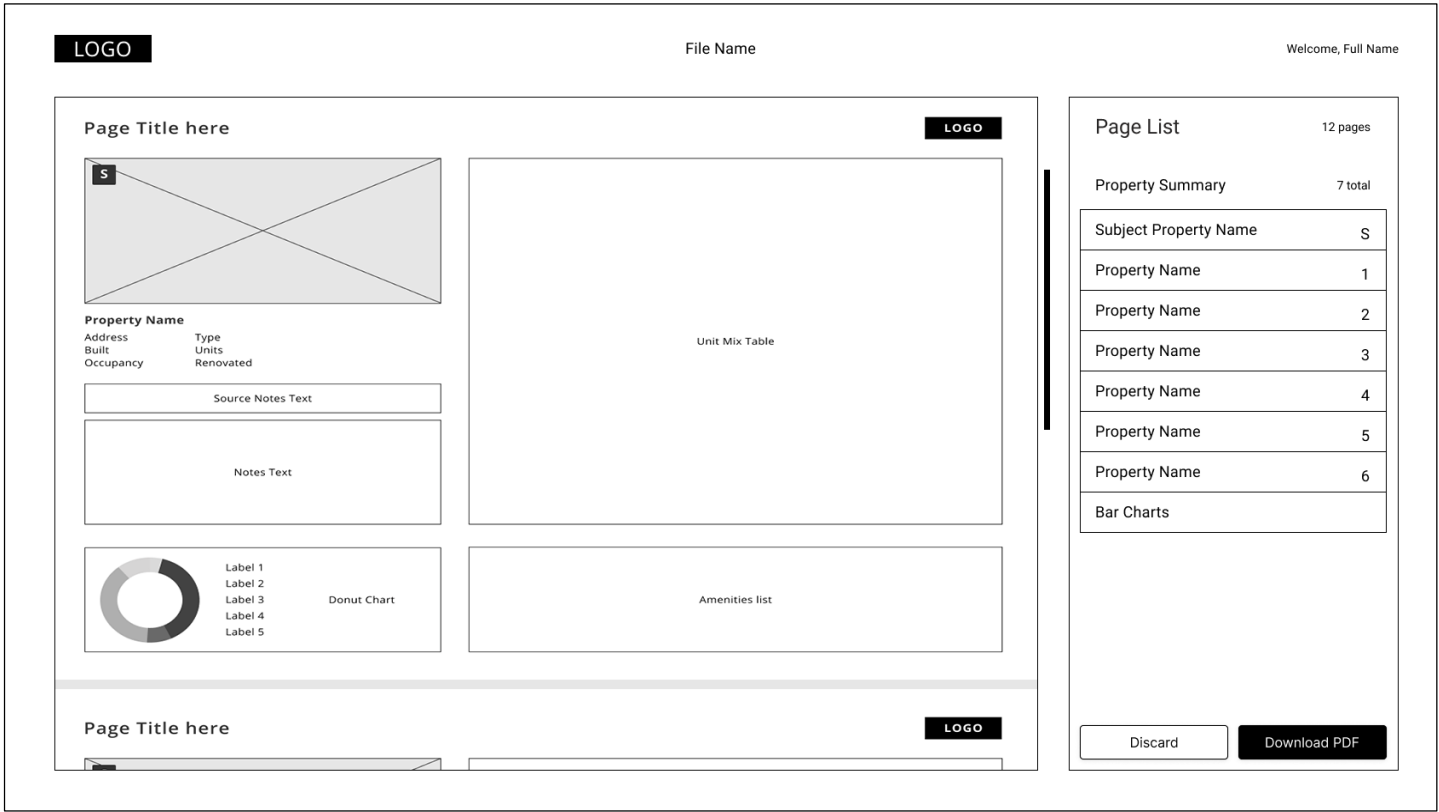
Welcome, Full Name

Upload Excel

Upload your property list and a map preview will appear.

Drag and drop or

Upload excel



High Fidelity Designs

Comps report:

[Summary page]

COMPARABLE RENTAL PROPERTIES SUMMARY

BERKADIA

PROPERTY	CITY	DISTANCE	UNITS	BUILT	OCCUPANCY	AVG SF	AVG RENT	AVG RENT/SF
5 Spur	Henderson		631	2003	94%	1,004	\$1,445	\$1.34
1 Castile	Henderson	1.26	286	2005	95%	914	\$1,268	\$1.39
2 View at Horizon Ridge, The	Henderson	0.8	221	2001	95%	1,079	\$1,456	\$1.50
3 Sunstone	Henderson	1.27	286	1998	95%	1,079	\$1,290	\$1.50
4 Ely by Elysian Living	Henderson	0.9	498	2005	95%	970	\$1,456	\$1.50
5 Cimarron	Henderson	0.1	221	2001	95%	970	\$1,456	\$1.50
6 Village at Desert Lakes	Henderson	2.01	498	1990	95%	1,079	\$1,290	\$1.50
Total / Averages			358		95%	1,137	\$1,656	\$1.45


*Subject Property - Is a Market/Affordable property.

[Property Details]

COMPARABLE RENTAL PROPERTIES

BERKADIA

1



CASTILE

1545 WIGWAM PKWY, HENDERSON, NV 89074

Built: 2005

Units: 286

Occupancy: 95%

Renovated: 2019

Type: Multifamily

Distance: 1.26 miles

Source Notes: Lorem Ipsum is simply dummy text.

Notes: Concessions: One month free with a 12-15 month lease.

RUBS: Resident pays water, sewer, and trash at flat rates of \$65 for one bedrooms, \$75 for two bedrooms,

0 Bed / 1 Bath - 4%

1 Bed / 1 Bath - 39%

2 Bed / 1 Bath - 8%

2 Bed / 2 Bath - 38%

3 Bed / 2 Bath - 11%

AMENITIES

* Balconies *

* Fireplaces

* Patios

* Balconies *

* Balconies

* Fireplaces

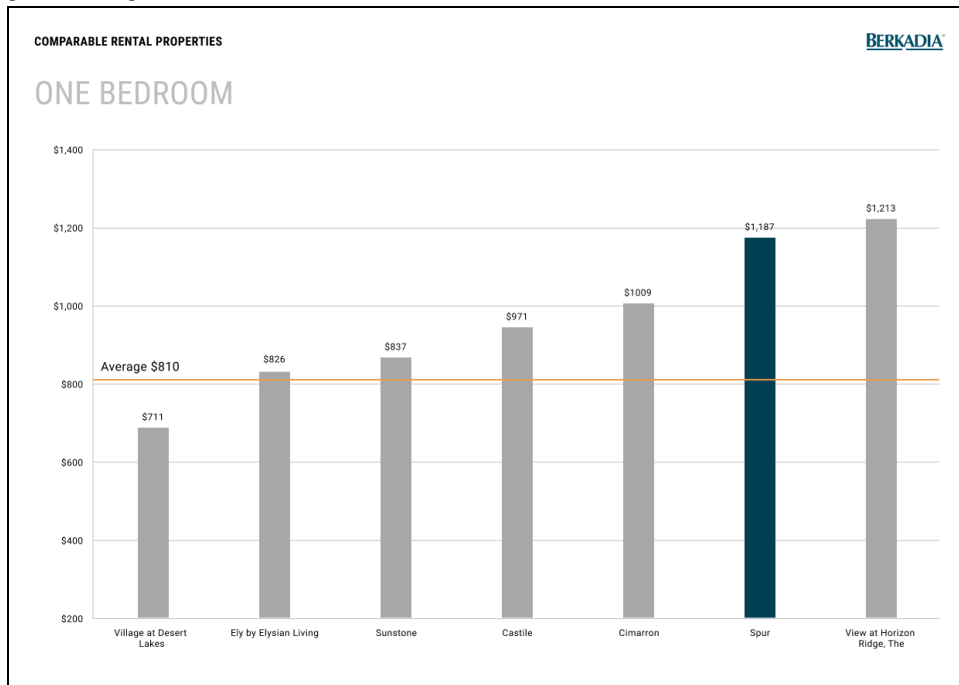
* Patios

*Select Units

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10

[Bar Chart]



Application:

[Screenshot]

Comps by BERKADIA

Welcome, Jennifer

COMPARABLE RENTAL PROPERTIES SUMMARY

BERKADIA

PROPERTY	CITY	DISTANCE	UNITS	BUILT	OCCUPANCY	AVG SF	AVG RENT	AVG RENT/SF
5 Spur	Henderson		631	2003	94%	1,004	\$1,445	\$1.34
1 Castile	Henderson	1.26	286	2005	95%	914	\$1,268	\$1.39
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3 Sunstone	Henderson	1.27	286	1998	95%	1,079	\$1,290	\$1.50
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5 Cimarron	Henderson	0.1	221	2001	95%	970	\$1,456	\$1.50
6 Village at Desert Lakes	Henderson	2.01	498	1990	95%	1,079	\$1,290	\$1.50
Total / Averages			358		95%	1,137	\$1,656	\$1.45

**Subject Property - Is a Market/Affordable property.*

PDF Setup 12 pages

Name: Spur_Rent Comps_rent_view_12_09_20


Property Summary 7 total

- Spur 5
- Castile 1
- View at Horizon Ridge, The 2
- Sunstone 3
- Ely by Elysian Living 4
- Cimarron 5
- Village at Desert Lakes 6

Bar Charts

Discard Download PDF


COMPARABLE RENTAL PROPERTIES SUMMARY BERKADIA




Comps by

BERKADIA

Welcome, Jennifer



COMPARABLE RENTAL PROPERTIES



1

CASTILE

1545 WIGWAM PKWY, HENDERSON, NV 89074

Built: 2005

Units: 286

Occupancy: 95%

Renovated: 2019


Type: Multifamily

Distance: 1.26 miles

Source Notes: Lorem Ipsum is simply dummy text.

Notes: Concessions: One month free with a 12-15 month lease.

RUBS: Resident pays water, sewer, and trash at flat rates of \$65 for one bedrooms, \$75 for two bedrooms,



0 Bed / 1 Bath - 4%

1 Bed / 1 Bath - 39%

2 Bed / 1 Bath - 8%

2 Bed / 2 Bath - 38%

3 Bed / 2 Bath - 11%

AMENITIES

Balconies *

Fireplaces

Patios

Balconies *

Balconies

Fireplaces

Patios

*Select Units

UNIT SFS

UNIT TYPE

UNIT SF

MARKET RENT

RENT/SF

12	0/1	550	\$1,077	\$1.96
8	0/1	553	\$1,010	\$1.28
14	1/1	682	\$1,125	\$1.12
64	1/1	690	\$1,225	\$1.17
21	1/1	751	\$1,350	\$1.16
93	1/1	806	\$1,595	\$1.04
42	2/1	974	\$1,077	\$1.05
28	2/2	1,001	\$1,010	\$1.07
62	2/2	1,014	\$1,125	\$1.08
42	2/2	1,032	\$1,225	\$1.13
33	2/2	1,038	\$1,350	\$1.19
54	3/2	1,192	\$1,595	\$1.14
498	WT AVG.	914	\$1,265	\$1.19

PDF Setup

12 pages

Name

Spur_Rent Comps_rent_view_12_09_20

Property Summary

7 total

Spur

5

Castile

1

View at Horizon Ridge, The

2

Sunstone

3

Ely by Elysian Living

4

Cimarron

5

Village at Desert Lakes

6

Bar Charts

Discard

Download PDF

[illegible]

07 - Test

- We used **remote moderated method** for usability testing.
 - We assigned tasks to each user and observed them to understand their pain points.
 - This helped to improve the designs further.
-

08 – After MVP release

- Based on the feedbacks from the users, we modified the prototype with new design.
- We had listed all the features, prioritized according to user needs.
- These features were updated in Product Backlogs which later moved to Sprint Backlogs.
- Each features designed and developed one by one in Sprints.
- Followed Design Thinking process for design each feature.

More features

- New user interface (Material Design)
- Color customization option
- Hide/Show properties from the list
- Save the projects
- Option to rename projects
- Customization of components
- Show/hide components
- Edit Data
- Home page with search and folder structure
- External Accessibility – users are now able to access app without login into VPN or DC
- Advance filter options to search saved projects
- Bar charts at floor plan
- Additional Templates for Rent, Sales and Student Housing Comps
- Ability to Hide/Show/Edit Disclaimer text
- Dynamic alignment of components
- Images to be pulled form url apart from docstore
- Upload property photos
- Implement property search from database (remove excel sheet upload)
- Generation of Student Housing Comps report
- Integration of Matomo with Comps (analytics tool)

Final Designs

Application:

[Home/Dashboard]

Comps by

BERKADIA

Search for a comps project

+ CREATE NEW

All projects

Portfolios

Regions

Recent

Favorite


Student Housing

Shared with me

Trash

My comps projects


Recent



Spur Rent Comp

Deal ID: 1029384


DETAILS



Spur Sales Comp

Deal ID: 1029384


DETAILS



The Enclave Student Hous..

Deal ID: 1029384

DETAILS








Long_project_name_01

Deal ID: 1029384

DETAILS

513 projects

Sort by created on

	<div>Willow Peaks Comps</div> <div>Location (City)</div>	<div>0795084</div> <div>Deal ID</div>	<div>K. Farnsworth</div> <div>Owner</div>	<div>Today</div> <div>Last Modified</div>	<div></div> <div></div> <div></div>
	<div>Spur Sales Comp</div> <div>Location (City)</div>	<div>3738393</div> <div>Deal ID</div>	<div>K. Farnsworth</div> <div>Owner</div>	<div>Today</div> <div>Last Modified</div>	<div></div> <div></div> <div></div>
	<div>Del Perro Comps</div> <div>Location (City)</div>	<div>2910292</div> <div>Deal ID</div>	<div>J. Mars</div> <div>Owner</div>	<div>Yesterday</div> <div>Last Modified</div>	<div></div> <div></div> <div></div>
	<div>Chumash Comps</div> <div>Location (City)</div>	<div>0795084</div> <div>Deal ID</div>	<div>K. Farnsworth</div> <div>Owner</div>	<div>Yesterday</div> <div>Last Modified</div>	<div></div> <div></div> <div></div>
	<div>Vinewood Comps</div> <div>Location (City)</div>	<div>3829287</div> <div>Deal ID</div>	<div>J. Mars</div> <div>Owner</div>	<div>Yesterday</div> <div>Last Modified</div>	<div></div> <div></div> <div></div>

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14

Comps by

B
BERKADIA

Project Name: Spur Rent Comp

Welcome, Jennifer

PAGE LIST

16 pages

<

Property Summary

7 total

Spur

8

Castle

1

View at Horizon Ridge, The

2

Sunstone

3

Ely by Elysian Living

4

Cimarron

5

Village at Desert Lakes

6

Bar Charts

COMPARABLE RENTAL PROPERTIES SUMMARY

BERKADIA®

PROPERTY	CITY	DISTANCE	UNITS	BUILT	OCCUPANCY	AVG SF	AVG RENT	AVG RENT/SF
3 Spur	Henderson		631	2003	94%	1,004	\$1,445	\$1.34
1 Castle	Henderson	1.26	286	2005	95%	914	\$1,268	\$1.39
2 View at Horizon Ridge, The	Henderson	0.8	221	2001	95%	1,079	\$1,456	\$1.50
3 Sunstone	Henderson	1.27	286	1998	95%	1,079	\$1,290	\$1.50
4 Ely by Elysian Living	Henderson	0.9	498	2005	95%	970	\$1,456	\$1.50
5 Cimarron	Henderson	0.1	221	2001	95%	970	\$1,456	\$1.50
6 Village at Desert Lakes	Henderson	2.01	498	1990	95%	1,079	\$1,290	\$1.50
Total / Averages			358		95%	1,137	\$1,656	\$1.45

*Subject Property - Is a Market/Affordable property.

Comps by BERKADIA

Project Name: Spur Rent Comp

Welcome, Jennifer

Template

<

Customize

Collapse All

PAGE SECTIONS

☒ Brand
 ☒ Page Title

☒ Source notes
 ☒ Notes

☒ Amenities
 ☒ Donut

TEMPLATE TYPE

T1

T2

T3

T4

T5

T6

SUBJECT PROPERTY - COMPARABLE RENTAL PROPERTIES

SPUR

985 WIGWAM PKWY, HENDERSON, NV 89074

Built: 2003 Units: 631

Occupancy: 95% Renovated: 2013

Type Multifamily

Source Notes: Lorem Ipsum is simply dummy text.

Notes: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of

- 1 Bed / 1 Bath - 12%
- 1 Bed / 2 Bath - 12%
- 2 Bed / 1 Bath - 12%
- 2 Bed / 3 Bath - 12%
- 3 Bed / 2 Bath - 12%
- 3 Bed / 3 Bath - 12%
- 4 Bed / 2 Bath - 12%
- 5 Bed / 3 Bath - 12%

BERKADIA™

UNITS	UNIT TYPE	UNIT SF	MARKET RENT	RENT / SF
12	0/1	550	\$1,077	\$1.96
8	0/1	553	\$1,010	\$1.28
14	1/1	682	\$1,125	\$1.12
64	1/1	690	\$1,225	\$1.17
21	1/1	751	\$1,350	\$1.16
93	1/1	806	\$1,595	\$1.04
42	1/1	974	\$1,077	\$1.05
28	1/1	1,001	\$1,010	\$1.07
62	1/1	1,014	\$1,125	\$1.08
42	1/1	1,032	\$1,225	\$1.13
33	2/1	1,038	\$1,350	\$1.19
54	2/2	1,192	\$1,595	\$1.14
8	2/2	1,001	\$1,010	\$1.04
14	2/2	1,014	\$1,125	\$1.05
64	2/2	1,014	\$1,225	\$1.07
21	2/2	1,032	\$1,595	\$1.08
93	2/2	1,038	\$1,010	\$1.13
42	2/2	1,192	\$1,125	\$1.19
28	3/1	1,014	\$1,225	\$1.14
62	3/1	1,001	\$1,225	\$1.13
42	3/2	1,192	\$1,010	\$1.19
16	3/2	1,014	\$1,350	\$1.14
93	3/3	1,032	\$1,010	\$1.19
498	WT AVG.	1,004	\$1,265	\$1.39

AMENITIES

- * Balconies *
- * Fireplaces
- * Major Street *
- * Lorem Ipsum is simply dummy

- * Patios
- * Balconies
- * Fireplaces
- * Balconies

- * Balconies
- * Fireplaces
- * Major Street *
- * Lorem Ipsum is simply dummy


- * Patios
- * Balconies *
- * Fireplaces
- * Balconies

*Select Units

[Customize Template]

Comps by
BERKADIA

Project Name: **Spur Rent Comp**

Welcome, Jennifer 

Template

Customize Collapse All

PAGE SECTIONS

☒ Brand
 ☒ Title

☒ Donut chart

PAGE LAYOUT

☒ Landscape
 ☐ Portrait

TEMPLATE TYPE

T1

T2


T3

T4

T5

T6


COMPARABLE RENTAL PROPERTIES




S

SPUR
 985 WIGWAM PKWY
 HENDERSON, NV 89074

Built: 2003
 Units: 498
 Occupancy: 94%
 Renovated: 2013
 Type: Multifamily




- 1 Bed / 1 Bath - 12%
- 1 Bed / 2 Bath - 12%
- 2 Bed / 1 Bath - 12%
- 2 Bed / 3 Bath - 12%
- 3 Bed / 2 Bath - 12%
- 3 Bed / 3 Bath - 12%
- 4 Bed / 2 Bath - 12%
- 5 Bed / 3 Bath - 12%




2

VIEW AT HORIZON RIDGE, THE
 245 S GIBSON RD
 HENDERSON, NV 89074

Built: 2003
 Units: 221
 Occupancy: 95%
 Renovated: 2013
 Type: Multifamily
 Distance: 0.8 miles




- 1 Bed / 1 Bath - 49%
- 2 Bed / 2 Bath - 46%
- 3 Bed / 2 Bath - 5%




1

CASTILE
 1545 WIGWAM PKWY
 HENDERSON, NV 89074

Built: 2005
 Units: 286
 Occupancy: 95%
 Renovated: 2013
 Type: Multifamily
 Distance: 1.26 miles




- 0 Bed / 1 Bath - 4%
- 1 Bed / 1 Bath - 39%
- 2 Bed / 1 Bath - 8%
- 2 Bed / 2 Bath - 38%
- 3 Bed / 2 Bath - 11%



3

SUNSTONE
 9353 W TWAIN AVENUE
 HENDERSON, NV 89074

Built: 2007
 Units: 286
 Occupancy: 94%
 Renovated: 2013
 Type: Multifamily
 Distance: 2.1 miles



- 0 Bed / 1 Bath - 4%
- 1 Bed / 1 Bath - 39%
- 2 Bed / 1 Bath - 8%
- 2 Bed / 2 Bath - 38%
- 3 Bed / 2 Bath - 11%

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16

[Customize Colors]

Comps by

BERKADIA

Project Name: Spur Rent Comp

Welcome, Jennifer

Color Theme

GLOBAL COLORS

Main color
(Subject Property, Section Heading)

Sub color
(Title 2, Comparable Property)

Customize

Collapse All

PROPERTY SUMMARY

Row background

Marker - Subject

Background

Border

Marker - comparable

Background

Border

SUBJECT PROPERTY

Property name

Text bullet symbols

Marker icon

Background

Text

COMPARABLE PROPERTY

COMPARABLE RENTAL PROPERTIES SUMMARY

	PROPERTY	CITY	DISTANCE	UNITS	BUILT	OCCUPANCY	AVG SF	AVG RENT	AVG RENT/SF
5	Spur	Henderson		631	2003	94%	1,004	\$1,445	\$1.34
1	Castile	Henderson	1.26	286	2005	95%	914	\$1,268	\$1.39
2	View at Horizon Ridge, The	Henderson	0.8	221	2001	95%	1,079	\$1,456	\$1.50
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4	Ely by Elysian Living	Henderson	0.9	498	2005	95%	970	\$1,456	\$1.50
5	Cimarron	Henderson	0.1	221	2001	95%	970	\$1,456	\$1.50
6	Village at Desert Lakes	Henderson	2.01	498	1990	95%	1,079	\$1,290	\$1.50
Total / Averages				358		95%	1,137	\$1,656	\$1.45

Property - Is a Market/Affordable property.

Color Picker

#003E52

HEX

CANCEL

OK

[Customize Bar Charts]

Comps by

BERKADIA

Project Name: Spur Rent Comp

Welcome, Jennifer

Bar Chart

Customize

Expand All

OPTIONS

Grid

Show

Hide

Property Name Orientation

Default

Tilt

Property Value Orientation

Show

Hide

Legends

Show

Hide

Bar size

CUSTOMIZE COLORS

Subject property

Comparable property

Average line

LAYOUT OPTION

SUMMARY BAR CHARTS

show

Studio

1 per page

One Bedroom

2 per page

Two Bedroom

Hide

COMPARABLE RENTAL PROPERTIES

ONE BEDROOM

Property	Average Rent
Village at Desert Lakes	\$711
Ely by Elysian Living	\$826
Sunstone	\$837
Castile	\$971
Cimarron	\$1009
Spur	\$1,187
View at Horizon Ridge, The	\$1,213
Average	\$810

[Downloaded report in the form of PDF]

Spur_Rent Comps_rent_view.pdf - Adobe Acrobat Reader DC (32-bit)

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1

2

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4

COMPARABLE RENTAL PROPERTIES

BERKADIA

CASTILE
1545 WIGWAM PKWY, HENDERSON, NV 89074

Built: 2005 Units: 286
Occupancy: 95% Renovated: 2019
Type: Multifamily Distance: 1.26 miles

Source Notes: Lorem ipsum is simply dummy text.

Notes: Concessions: One month free with a 12-15 month lease.
RUBS: Resident pays water, sewer, and trash at flat rates of \$65 for one bedrooms, \$75 for two bedrooms.

UNIT TYPE **UNIT SF** **MARKET RENT** **RENT/SF**

12	0/1	550	\$1,077	\$1.96
8	0/1	553	\$1,010	\$1.28
14	1/1	682	\$1,125	\$1.12
64	1/1	690	\$1,225	\$1.17
21	1/1	751	\$1,350	\$1.16
93	1/1	806	\$1,595	\$1.04
42	2/1	974	\$1,077	\$1.05
28	2/2	1,001	\$1,010	\$1.07
62	2/2	1,014	\$1,125	\$1.08
42	2/2	1,032	\$1,225	\$1.13
33	2/2	1,038	\$1,350	\$1.19
54	3/2	1,192	\$1,595	\$1.14
498	WT AVG.	914	\$1,265	\$1.39

AMENITIES

- Balconies *
- Fireplaces
- Patios
- Balconies *
- Fireplaces
- Patios

*Select Units

0 Bed / 1 Bath - 4%
1 Bed / 1 Bath - 39%
2 Bed / 1 Bath - 8%
2 Bed / 2 Bath - 38%
3 Bed / 2 Bath - 11%

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08 – ROI of the application

Based on the analytics report on December 2021

Total Projects: **950**

Total Users: **73**