



Company of the Month: High-tech, community-oriented platform igloo.com is the future of New York City rentals

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New York, NY Every year, thousands of young people move to New York City to study, work an internship, or begin a new job. However, the majority find it difficult, stressful, and time consuming to get reasonable housing for their mid to long term stay. In a city with millions of rentals and people to connect with, finding a place and roommate remains a big challenge.

igloo.com is a community-oriented platform that helps students, young professionals, and foreigners find rooms, roommates, and broker-free apartments in the city. Whether you need summer housing, to sublease a place, or want to sublet, Igluu provides solutions for all. A trusted and sophisticated system which makes the moving process this simple for everyone has not existed, and Igluu is proud to be the first.

igloo.com incorporates high-end technology with an attractive and innovative brand that New Yorkers will love and want for the ultimate housing experience. Users from all around the globe have discovered how easy and efficient Igluu is in their search for the ideal place and roommate.

On Igluu, students and young professionals are able to explore each others mutual friends, interests, social media handles and chat directly on the platform. Users can connect directly with people who go to their universities or work at the same company. By providing quick access to all of these options, users are better informed and can make better decisions on who they prefer to live with. The process is unbelievably simple.

Basically, Igluu's platform provides an innovative system that ensures a fast and hassle-free search, which had not been possible until now. Less restrictions and more accessibility have expanded its market, bringing more users every day that choose Igluu as their main housing source. For this reason, units on Igluu's platform are receiving the highest exposure ever due to the constant flow of users that have opted for Igluu's services as a result of their experience with Igluu's optimal performance.

By introducing the use of artificial intelligence (AI), Igluu is revolutionizing the roommate and apartment search process, enabling for it to attain the highest level of first-rate performance. Using AI (i.e machine learning, pattern recognition, algorithmic coding, data analytics, etc.) will enhance matchmaking opportunities amongst Igluu users looking for the most compatible roommates and places to live. Furthermore, AI will significantly enhance business for property owners and management companies whom work with Igluu. Providing the highest quality data allows for companies to be better informed and efficiently target the right tenants.

Igluu's software developer, usertechologies.com (U+), sees enormous potential in Igluu through its usage of advanced technology.

"There is an ultimate value of cutting edge new technologies, advanced analytics and excellent user experience for all parties involved in traditional real estate business, both commercial and

residential. With Igluu there is a unique opportunity to bring our solution to the hottest market in NYC, combining social media and big data analytics, natural language processing and eventually our proprietary artificial intelligence and virtual reality solution,” said Jan Beranek, founder of U+ and CTO at Igluu.

Igluu is the modern age platform young professionals, brokers and property owners have been waiting for. Strong strategic partnerships with hundreds of universities, major youth organizations and social influencers enables Igluu to consistently access and communicate with millions of people, hundreds of thousands of which are looking for roommates and apartments directly in the city every year. Its partnerships with many of the primary management companies in the city provide its users with a database of more than 5,000 units, comfortably meeting the demand. These units are located throughout the boroughs of the city, and many are within walking distance of some of the city’s most populated schools. Also, the database is re-filtered daily, ensuring users they are only viewing available units.

Igluu CMO Zack Gaylis believes Igluu has positioned itself for great success.

“We’re constantly exploring ways to get creative in combining social networking and real estate. Our partners have joined us in this movement, allowing for us to connect with our target market in so many different and exciting ways. Not only do we have a lot of inventory, but many of the units are in desired locations around universities and big companies. It gives us an incredible opportunity to grow our community, our brand and certainly to scale.”

By leveraging technology to provide users with the most updated and relevant information, people are connecting more efficiently, viewing listings more adequately and better comprehending fair market value. While users and renters are benefiting from Igluu, management companies and brokers are actually profiting. As Igluu users connect with each other more efficiently, they are looking for apartments much earlier, resulting in higher transaction rates and reduced vacancies. Igluu ensures that units are being taken care of, but also procures to increase a positive reputation with the property owners it works with, boosting the demand for their listings and further growing their businesses.

Igluu has partnered with companies who share its vision of revolutionizing the real estate industry. Working with one of the leading lease guaranty insurance providers on the east coast allows Igluu to grant most of its users the ability to secure the apartment of their choice. Within just hours of review and a one-time fee, most applicants are able to get the apartments they love and rid themselves of apartment-hunting anxiety.

The likelihood of receiving guaranteed lease insurance has immediately elevated Igluu’s reputation, comforting many people who are either put off by or forced to pay significantly high prepay penalties. Conversely, landlords benefit just as much, knowing the rent is guaranteed and shifting their attention to other potential tenants. With its extensive inventory and trusted insurance provider, Igluu has opened a whole new market for students, young professionals and foreigners looking to live in the city.

Along with a secure network of companies that share its vision is key to the development of the company. Igluu’s growing brand awareness and positive association has resulted well for its partnered property owners and management companies, driving more PR to their buildings and units.

In an exciting new collaboration with one of its partners, Igluu is creating a massive buzz around the industry and amongst its community. After reaching one million users on its platform, Igluu is

promising to offer one user free rent for an entire year in a luxury apartment. As its community continues to grow with promotions like this, Igluu's partners will continue receiving strong recognition on its website.

What distinguishes Igluu from the rest is that it has built a platform that caters to all parties of the rental business. Whether its renters, brokers, property owners or management companies, each receives value from Igluu. People finally have a resource for legitimately connecting with roommates they can call friends and brokers have a resource to bolster their client services with. Meanwhile, management companies and landlords have a fast-operating and reliable platform to promote their vacancies.

Although the real estate industry remains incredibly prosperous, especially in the city, there remains a significant appetite for reliability and transparency. Igluu is transforming the industry through its integration of advanced technology to better connect people with each other and apartments, while improving the overall market efficiency. As more Millennials continue migrating to major cities like NYC, Igluu is serving as their guidance.

Igluu's vision expands beyond the objective of conventional real estate business. Its aim encompasses the pursuit of the most high-quality services it can provide to users and property owners alike, while remaining loyal to its partner companies and brand. There are hundreds of reasons why Igluu is the best housing platform in the city, but just like the Big Apple, you must experience it for yourself.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540