Main keyword: real estate app
Secondary keywords: real estate app builder, real estate mobile app

Headline: How to Perform Effective Market Research BEFORE Developing Your Real Estate App

Outline:

- Introduction
  - Got a good idea for your real estate app?
  - To validate whether or not it's a good idea - and how to execute it right - make sure to do market research first
- Why is Market Research Important
  - Understand your market and create an app that the real estate niche NEEDS
  - Know where to best spend your development budget
  - Know what kind of real estate app builder you'll need (link back to Appy Pie here)
- What to Research For Your real estate Mobile App
  - Who is your audience?
  - What other real estate apps are on the market and what are they doing?
  - What is missing in the real estate niche?
  - How will people benefit from your real estate app?
  - Can your target audience afford the app?
- How to Research Effectively
  - Check the app store to analyze existing apps
  - Use a keyword researching tool
  - Survey potential users
- Conclusion
  - With the proper research, you should be able to understand the market and if there is a need for the app you want to make
  - Mitigate the risk and cost of development by using Appy Pie to develop your real estate app!

Data Points

- There are 4.68 billion mobile phone users in 2019, and this is estimated to go up to 4.78 billion in 2020
  - Source: https://www.statista.com/statistics/274774/forecast-of-mobile-phone-users-worldwide/
- And most millennials are on mobile: 92% in 2018
  - Source: https://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/
- 35% of homebuyers make a bid on a home before seeing it, and 34% of buyers are 36 and younger - this highlights the importance of an app for real estate!
  - Sources:
  - https://www.redfin.com/blog/sight-unseen-in-2017
  - https://www.nar.realtor/sites/default/files/reports/2017/2017-home-buyer-and-seller-generational-trends-03-07-2017.pdf
- "Research by Criteo concluded that apps deliver 2 times the new user retention power when compared to mobile web users, and app users are twice as likely to return within 30 days."

- o Source: https://www.realestatewebmasters.com/blog/why-every-agent-or-broker-should-have-a-real-estate-app/
- However, the average app loses 90% of its daily active users in the first 30 days, and less than 0.01% of mobile apps have a chance at financial success. This is why you need appropriate market research first.
  - o Source: https://www.aytech.ca/blog/90-apps-fail-within-30-days/
- There are 2.1 million apps on Android and 1.8 million on Apple in 2019, which means the competition is intense

Source: https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/