

COMPETITIVE ANALYSIS

Kemedar: Leading the PropTech Race with Unmatched Competitive Insight



1. THE ESSENCE OF KEMEDAR: MORE THAN JUST A PROPTech PLATFORM

Overview: Emphasizing Kemedar's identity as a PropTech Super App Ecosystem, rooted in a vision of innovation and excellence.

Foundation: Built on extensive research and user feedback, highlighting Kemedar's unique position in the real estate technology landscape.

2. UNMATCHED DIVERSITY AND SOPHISTICATION IN PROPTech

Comparative Advantage: Illustrating the unmatched range and sophistication of Kemedar's offerings in the PropTech realm.

User Experience: Focusing on the seamless integration, intuitive interface, and a user-centric approach that distinguish Kemedar.

3. LEADING THE VANGUARD OF PROPTech INNOVATION

Industry Leadership: Positioning Kemedar as the vanguard in the PropTech arena, shaping the future of real estate technology.

Visionary Approach: Demonstrating how Kemedar leads in technology's intersection with property investment and management.



4. A COMMITMENT TO CONTINUOUS EVOLUTION & EXCELLENCE

Goals and Aspirations: Highlighting Kemedar's aim to constantly push industry boundaries and set new benchmarks.

User-Focused Development: Detailing the meticulous crafting of features and services with the user in mind.

5. INVITATION TO JOIN A TRANSFORMATIVE JOURNEY

Collaborative Future: Inviting users to join Kemedar in redefining real estate technology paradigms.

Future Vision: Imagining a future where property investment and management are more efficient, transparent, and user-centric.

Before thinking outside the box, understand everything within it.

COMPETITIVE ANALYSIS

Zillow Kenedar Opendoor Remax Propertyfinder ColdwellBanker Rightmove PropertyGuru OLX Scout24

	Zillow	Kenedar	Opendoor	Remax	Propertyfinder	ColdwellBanker	Rightmove	PropertyGuru	OLX	Scout24
Headquarters	USA	USA	USA	USA	UAE	USA	UK	SG	NL	Germany
Global Presence	1	30	1	110	6	40	10	5	45	3
Number of Employees	8005	70	2570	500	300	9066	913	856	11375	650
Valuation in Dollars	9B	?	1.45B	338M	500M	?	5.52B	660M	8.5B	4.3B
Year Founded	2005	2014	2014	1973	2007	1906	2000	2007	2006	1998
Specialization in Real Estate	✔	✔	✔	✔	✔	✔	✔	✔	✘	✔
Number of Languages	1	17	1	1	2	1	1	4	2	1
Number of Currencies	1	25	1	1	10	1	1	4	1	1
Compliance with PropTech	✔	✔	✔	✘	✔	✘	✔	✔	✘	✔
Number of Member types	2	14	2	2	3	1	1	2	1	1
Ease of Registration	✔	✔	✔	✔	✔	✔	✔	✔	✔	✘
Paid Subscriptions	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Central language module	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Real-time Currency API	✘	✔	✘	✘	✔	✘	✘	✘	✘	✘
Who can add property	1	14	1	1	2	1	1	1	1	1
Regional Search levels No.	Flat	5	Flat	Flat	Flat	Flat	Flat	3	Flat	Flat
Number of Search Filters	+50	+110	15	20	10	20	10	20	6	10
Add real estate for Free	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Franchise & Agency System.	✘	✔	✘	✔	✘	✔	✘	✘	✘	✘
Finishing Task Management	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Professionals & Handymen	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Finishing Products marketplace	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Educational Academy	✘	✔	✘	✔	✘	✘	✘	✘	✘	✘
Dedicated Newspaper	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Social Community	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
File Manager System	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Hiring System for Marketers	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Fractional Investment	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Property Management System	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Digital business card	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘
Discount Promo Platform	✘	✔	✘	✘	✘	✘	✘	✘	✘	✘



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	Zillow	Kenedar	Opendoor	Remax	Propertyfinder	ColdwellBanker	Rightmove	PropertyGuru	OLX	Scout24
Renovation system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Mini-community system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Auction system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Event platform	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Shared community tech.	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
AI integrated system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Immigration relocation system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Decoration assistant system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Super App Standards	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Number of MiniApps	✗	+30	✗	✗	✗	✗	✗	✗	✗	✗
SSO system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Interactive Map module	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Voice property description	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Real estate Organizer	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Buy requests Management	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Internal Advertising System	✓	✓	✗	✗	✗	✗	✗	✓	✗	✗
Buy Advertising Space Online	✓	✓	✗	✗	✗	✗	✗	✓	✗	✗
Affiliate Management System	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Operations on the Ground	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Finishing services	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Sourcing service	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Product seller system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Product shipper system	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Export compliance	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Fractional Renting for Spaces	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Number of Communications	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Real-time Chat	✗	✓	✗	✗	✗	✗	✗	✓	✓	✗
Support ticketing system	✗	✓	✗	✗	✓	✗	✗	✓	✗	✗
Cloud Mass communication	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Number of paid service	5	53	3	5	5	3	3	10	2	3
Listing assistant paid service	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗



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Verification paid service	✗	✓	✗	✗	✓	✗	✗	✓	✗	✗
Promotion service	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Buy Service Online	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Cart Purchase System	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of Cpanels	2	14	2	3	3	3	2	4	2	2
Mobile Apps	3	+20	1	1	1	1	1	1	1	1
Built-in CRM	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
ERP included	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
AI on Proptech	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Projects & Compounds	✓	✓	✗	✗	✓	✗	✗	✓	✓	✗
Number of Categories	-10	+30	-10	-10	-10	-10	-10	+15	-10	-10
Industrial & Factories module	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Commercial estates module	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Administrative estates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multicountry in a single search	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Daily Booking module	✓	✓	✗	✗	✗	✗	✗	✓	✗	✗
Hourly booking module	✗	✓	✗	✗	✗	✗	✗	✓	✗	✗
Workspace module	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Search by Area	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Filter by suitable For	✗	✓	✗	✗	✓	✗	✗	✓	✓	✗
Filter by Status.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Filter By Area Size	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Filter by Price	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Filter by Payment Method	✗	✓	✓	✓	✓	✓	✗	✓	✓	✗
Search in projects only	✗	✓	✗	✗	✓	✗	✗	✓	✗	✗
Search around me module	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Search by Google map	✓	✓	✗	✗	✓	✗	✗	✓	✓	✗
Filter by Amenities	✗	✓	✓	✗	✓	✗	✓	✓	✗	✗
Filter by Distances	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Accepted Payment Methods	4	15	2	2	3	1	3	10	2	2
Google Street API integration	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗



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Google Map API integration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google Places API integration	✓	✓	✓	✗	✗	✗	✓	✓	✗	✗
Virtual tour 3D integration	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Virtual tour making app	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Number of Fields add property	21	96	24	14	27	16	23	32	18	15
Add project by user	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
AI Content generation	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Advertising campaign design	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Time taken to add property.	15	8	10	15	10	10	20	10	15	10
Add request to buy or rent	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Reward Point System	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Blockchain compliance	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Dedicated Coin	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
NFT integration in real estate	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗

RESULT CONCLUSION OF COMPETITIVE ANALYSIS

We added 1 point for each ✓ mark

