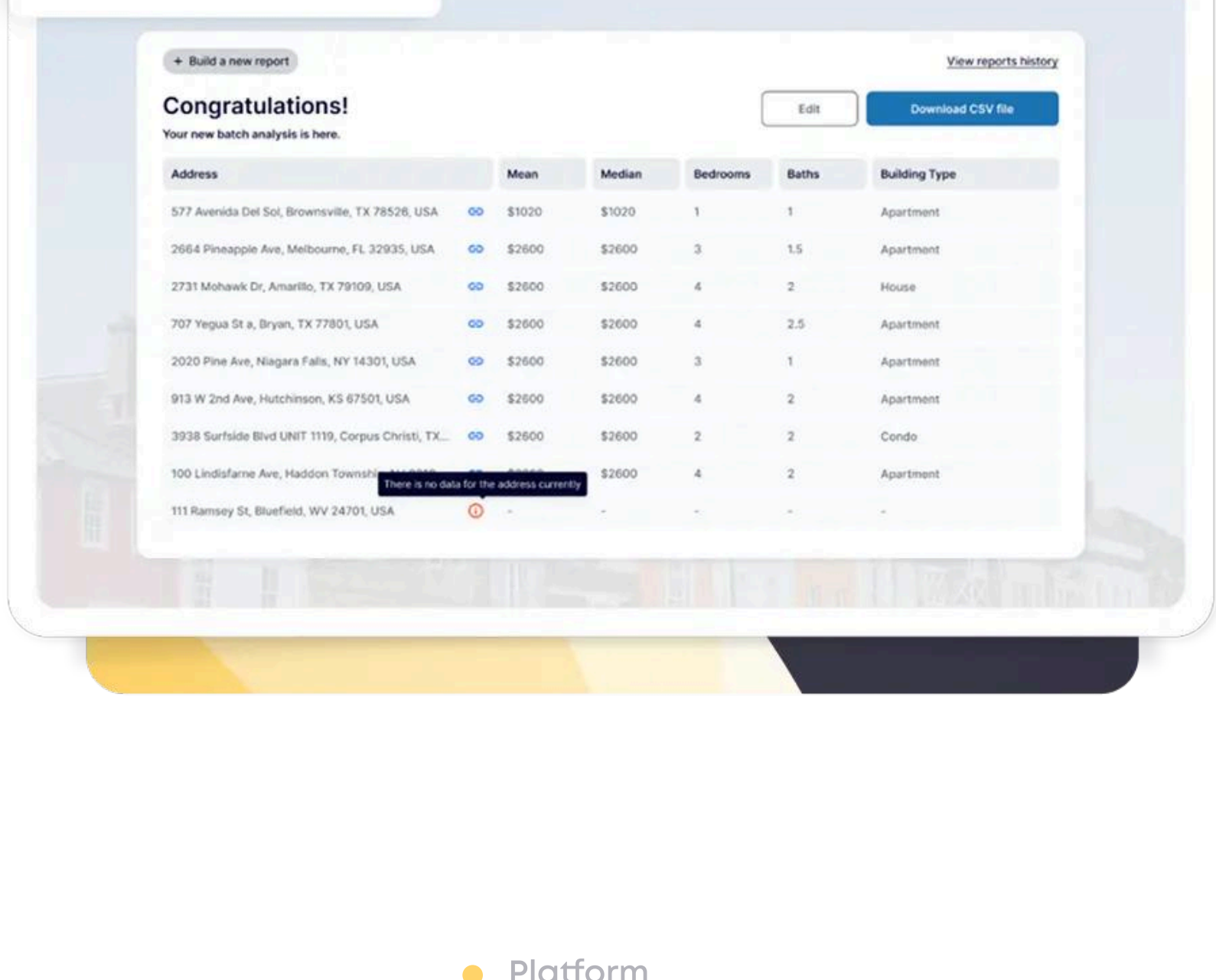


#PropTech #WebApp #Data Mining and Analytics #UX/UI

Rentometer. Rental Data Platform

Rentometer collects, analyzes, and distributes multifamily and single-family rental price data throughout the US.

Their primary products are “QuickView™” Rent Estimates” and “Rental Property Analysis Reports,” delivered via web application or API. Rentometer has delivered more than 40 million rent comparisons and supports over 400,000 real estate professionals across the U.S.



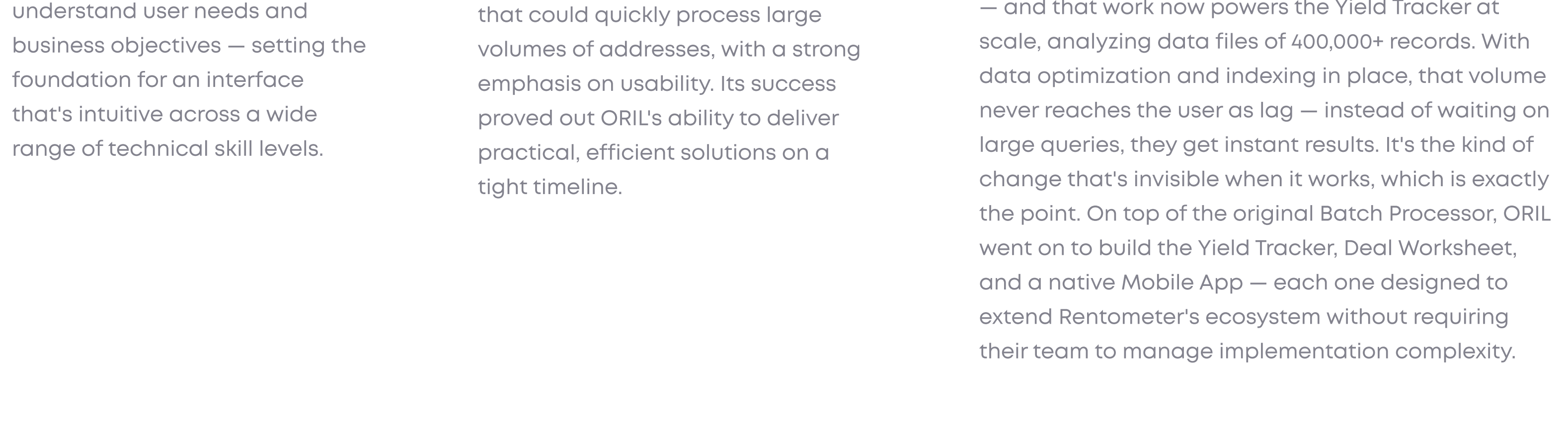
Success story

- Target Audience
 - Real estate agents, property managers/owners, brokers, landlords, investors, mortgage professionals, appraisers, and renters
 - Team
 - UI/UX Designer, Software Engineers, PM, QA Engineer
 - Industry
 - Real Estate Data & Technology
- Platform
 - Web & Mobile
 - Duration
 - Ongoing, multi-year partnership

Challenges

Rentometer's core product already worked — it didn't need fixing. So when they wanted to expand their portfolio, they chose ORIL as their tech partner to build a new set of tools alongside their existing platform — without pulling their team off what was already performing. The challenge wasn't building from scratch; it was building alongside: new products and an interface that had to make technically complex workflows feel obvious to "low-tech" users, all without disrupting what was already live.

Project Roadmap

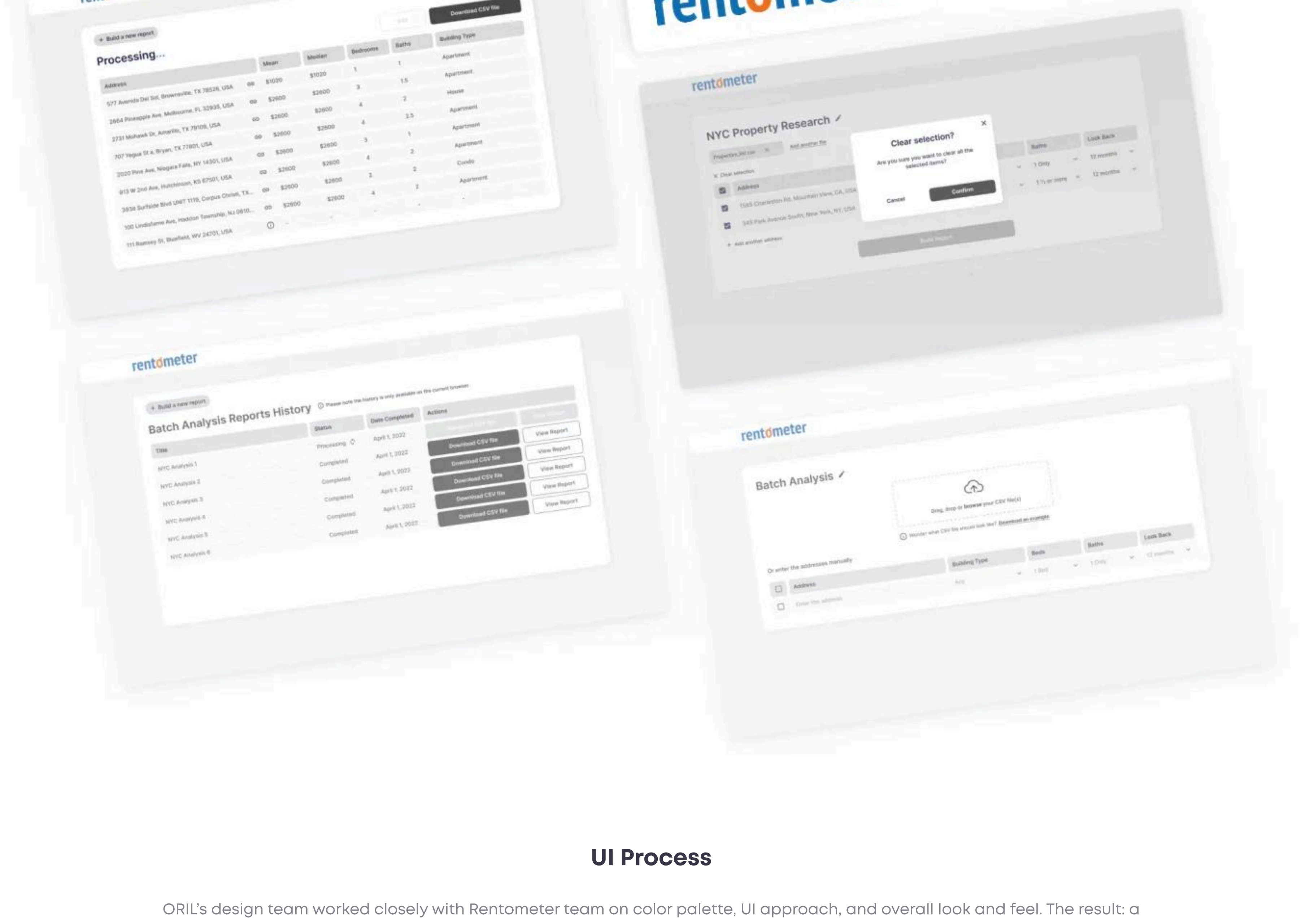


UX Process

ORIL applies a thoroughly crafted planning and design process — the Product Design Phase — built to maximize the chances of delivering a product that satisfies core business objectives while staying tuned to end-user convenience. This includes competitive analysis, business-product objective prioritization, user flow creation, wireframing, and prototyping.

Read more about ORIL's [Product Design process](#) here.

[Read more about ORIL's Product Design process here](#)



UI Process

ORIL's design team worked closely with Rentometer team on color palette, UI approach, and overall look and feel. The result: a complex, feature-rich product that feels light, friendly, and accessible — while keeping all platform functionality available within a few clicks.

FONT - Inter

H1	Inter	Medium/ 32px
Body 1	Inter	SemiBold / 16px
Body 2	Inter	Medium / 14px
Link	Inter	Regular / 16px
Button 1	Inter	SemiBold/ 16px
Button 2	Inter	Regular / 14px

Primary Dark

#00002C

Primary Gray

#5B6D78

Dark Gray

#3A4A5B

Primary Blue Button

#1B74B3

Light Gray

#D2D5D8

Primary White Background

#FFFFFF

Apps and Tools

- 01

Yield Tracker

A property-sourcing tool that gives investors curated, weekly-updated lists of for-sale single-family homes, each paired with hyperlocal rent estimates and gross rental yield calculations. Users filter by state, city, and zip code (plus secondary filters) to surface listings matching their criteria, then link out to full Pro Reports for comps, trends, and public-record data — or into the Deal Worksheet for deeper analysis.
- 02

Deal Worksheet

An in-depth analysis tool for single-family and multi-family rental deals, combining trusted rent estimates and comps with a built-in investment analysis model. Enter an address to pull rent data, and the tool automatically generates key metrics — gross yield, cash flow, cash-on-cash return — while letting users adjust financing terms, expenses, taxes, and improvement costs to stress-test returns in real time. Built to replace juggling rent data, comps, and spreadsheets across separate tools. Pairs naturally with the Yield Tracker: Tracker finds deals, Worksheet analyzes them.
- 03

Batch Processor

The Batch Processor is a standalone app that lets property managers and “low-tech” users submit up to 500 addresses at once for rent analysis. The design challenge was real: the users aren't engineers, so every part of the UI had to make something technically complex feel completely obvious.
- 04

Mobile App

A focused mobile tool for Rentometer subscribers to check rent estimates on the go. Users enter property specs and get precise rent estimates in seconds — average, median, 25th, and 75th percentile rent prices for any U.S. address. The flow is simple: sign in, enter address and bedroom count (plus optional filters like building type and bathrooms), and tap to view the estimate. Included with any Rentometer subscription, available only to subscribers.
- 05

WordPress Blog

The WordPress Blog provides practical insights, tips, and articles on real estate, rentals, and property management. It helps users better understand the rental market and make more informed decisions through accessible, data-driven content.
- 06

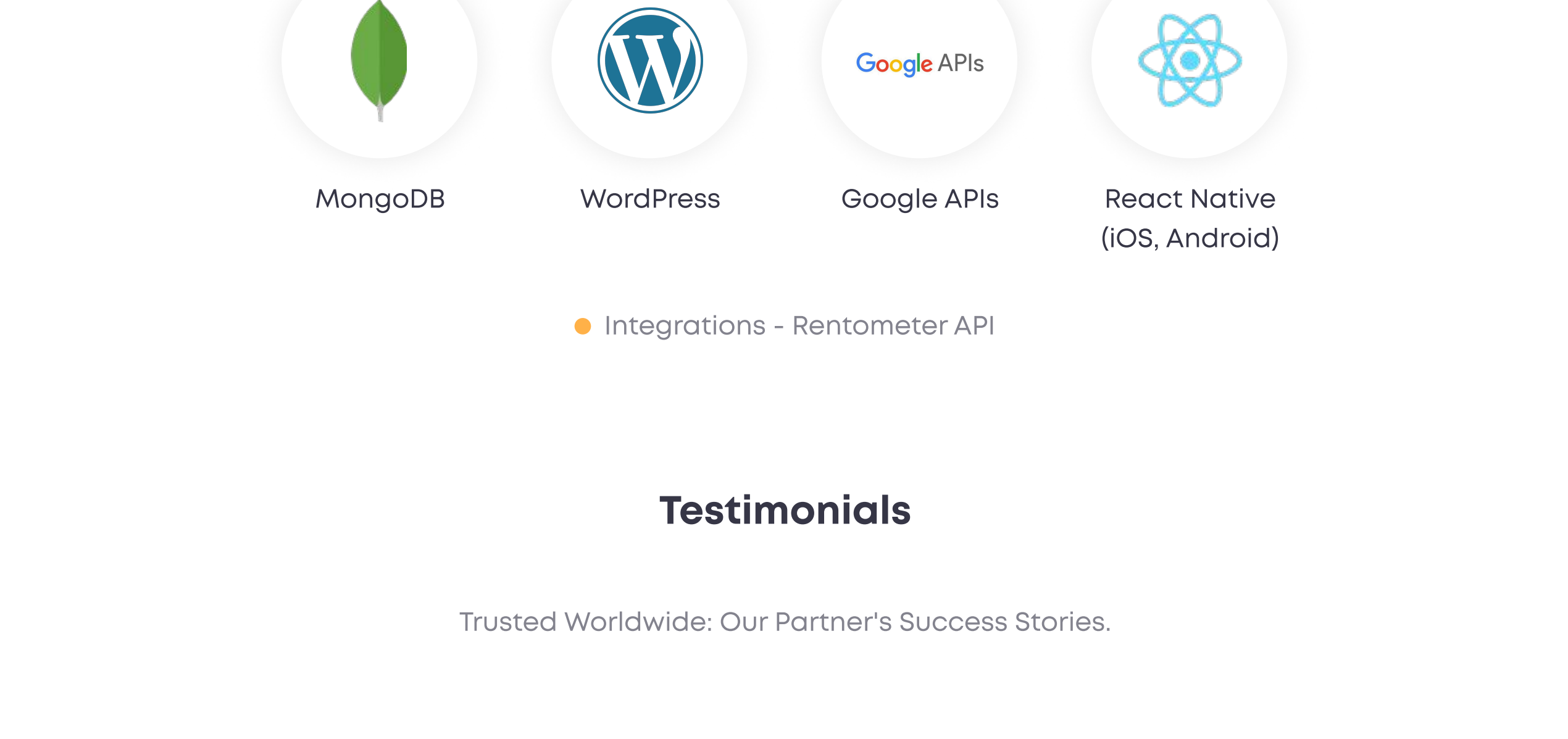
Rent Comp Report Tool (All Addresses)

RentComps makes it easy to get detailed rent comparisons. With a wide range of addresses, you can quickly see how rental prices vary by location. Its simple navigation also makes it straightforward to create and understand these reports.

Results

What started as a single Batch Processor tool grew into a full suite of investor- and property-manager-facing products — Yield Tracker, Deal Worksheet, Batch Processor, and a Mobile App — all built alongside Rentometer's core platform, on a data layer (MongoDB)-re-architected mid-project to handle hundreds of thousands of records without users ever feeling the weight of the data underneath.

Technologies



Integrations - Rentometer API

Testimonials

Trusted Worldwide: Our Partner's Success Stories.

Working with ORIL was highly productive and professional. They supported us in building an application that complemented our core product, and their team handled the design and development efficiently. The tools they crafted expanded our initial project scope, and their professionalism and ease of collaboration made our partnership highly productive.

 **Mike Lapsley**
President, Rentometer, Inc.