Uber for renters: App brings on-demand apartment showings to NYC

Starting with the Big Apple, founder of Cribitt Stephen Steiner is trying to do for renters what Hobizbo, Curb Call, AgentPair, and HouseCall are already doing for homebuyers: connect them with agents for on-demand showings via mobile app. Stephen Steiner The company is keen on getting agents onboard early: it will cover the licensing fee for any new agents signing on, while offering them flexible work schedules. Agents who work for Cribitt receive a 90 percent broker fee split. On the renter side, Cribitt users sign up for an account and are shown a map of their location with the number of available units in a chosen area. From there they can summon the nearest agent like an Uber ride to schedule a tour now or later. For the apartment hunter on a time crunch, it's only a matter of how close the nearest agent is to the listing. For renters scheduling a showing in the future, Cribitt makes the appointment available one hour prior so that proximate agents can snap it up. ...

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