

'FAIRSELECT' PLATFORM OFFERS TRANSPARENCY

To Affordable Housing Application Process

A new property management software solution is being used by local authorities such as Meath County Council, approved housing bodies such as Tuath Housing and Respond, and the Land Development Agency. 'FairSelect' aims to make the application process for cost rental accommodation and the selection and management of tenants, fair, unbiased and transparent across the board.

The 'FairSelect' property tech software platform has been developed by Irish technology company Bynaric, which aims to make tenant selection fair, unbiased and transparent, whereby users of the software can process and select tenant applications either on a randomised, lottery-style system, or on a first-come-first-served basis.

The official launch of 'FairSelect' took place in May uniquely in the same location from where the company first started out in October 2019 – at Dogpatch Labs in Dublin's CHQ Centre. In his keynote address, Bynaric's Founder and CEO Aria Pour said that their property management software solution has been designed to automate and streamline the affordable housing application process, whether renting or buying.

The new FairSelect platform is aimed at local authorities and other organisations in the public sector, including affordable housing bodies, as well as private rental providers. Users of the software can process and select tenant applications based either on a randomised, lottery-style system, or on a first-come-first-served basis, to ensure fairness and impartiality in the selection of applicants, while compliance with GDPR regulations ensures the selection process and results are fully auditable.

"The Irish housing market's growth over the next eight years has been forecasted to build 265,000 properties under the Government's 'Housing for All' plan; and Fair Select will assist families and individuals to access affordable and straightforward housing," he noted.



Aria Pour, Founder and CEO of Bynaric (centre) pictured with (l-r): Colin Champman, MC and business advisor; Johnny Horgan, MD of BidX1; Eoghan Ó'Muiris, Head of Product at Bynaric and Conn Murray, Chair of Public Sector at BDO Ireland, in Dogpatch Labs in the CHQ Centre at the official launch of 'FairSelect' property software platform aimed at local authorities, AHBs and private rental providers.



Aria Pour, Founder and CEO, Bynaric and Conn Murray, Chair of Public Sector at BDO Ireland pictured at the launch of the 'FairSelect' platform.

During the mid-90s he said that the allocation of housing was “ebullient” adding that with such challenges came some other realities. “Ireland’s population has majorly increased since then; our social challenges and the complexity around our planning programmes with the changes that took place in the 60s and 70s, and certainly the noughties with the introduction of the courts and their influence in terms of planning.

“The quality of housing has improved enormously, and within the private and public sectors, we have seen both an increase and decrease. During the noughties we saw the private sector move forward in a huge way, and at one stage about 77,000 planning commissions were granted. From a policy perspective, it was always an acceptance that this would provide the solutions. However, when the system crashed, we had to rethink and replan our way out and we’re only now at the beginning of planning our way out of the housing problem.”

“We believe that access to safe, secure and affordable housing is the one fundamental right that everyone deserves; therefore, we aim to make the housing process more efficient and streamlined, empowering developers, management companies and state agents to serve their customers. The challenges facing the housing market are complex, yet we see this as an appropriate opportunity to create sustainable and long-lasting solutions to benefit everyone.”

CHALLENGES AND REALITIES

A panel discussion to explore the FairSelect model was moderated by business advisor Colin Chapman, and included Aria Pour along with Conn Murray, Chair of Public Sector at BDO Ireland, Johnny Horgan, MD of BidX1, and Eoghan Ó’Muiris, Head of Product for Bynaric.

Conn Murray said that there have been many changes across Ireland’s housing industry over the last 30 years. The former Chief Executive of Limerick City & County Council, said that on a personal level when he bought his first house, interest rates were 21%.

“Today we now refer to 5% as a major increase in interest rates! However, during the 1980s an interest rate decrease was worth so much more than a pay increase – that was the reality of life.”



“The Irish housing market’s growth over the next eight years has been forecasted to build 265,000 properties under the Government’s ‘Housing for All’ plan; and Fair Select will assist families and individuals to access affordable and straightforward housing ”

Aria Pour, Bynaric’s Founder and CEO

HOUSING POLICY CHANGES

Murray noted the pendulum has swung a little too far, adding that the growth was coupled with an increase in house prices, and pointed out that greed was taking over within the context of the construction industry.

“The change in policy came in terms of a move towards Approved Housing Bodies (AHBs) as the primary deliverer as distinct from the local authorities. This has been followed by the centralisation of decision making in recent years, which has added to the challenges to deliver housing on the ground

‘FAIRSELECT’ SOLUTIONS TO TENANT SELECTION CHALLENGES

The FairSelect property tech platform provides solutions to the challenges of tenant selection, onboarding and management for landlords and property managers, including problems that may lead to issues under the Equal Status Acts 2000-2015 and GDPR. It can help to address issues by:

- **Improved tenant management:** The system provides a centralised platform for managing tenant data, communications, and maintenance requests, allowing businesses to better track and manage their properties.
- **Tenant self-service:** FairSelect's tenant self-service feature can enable tenants to manage their accounts, report issues, and pay rent online, freeing up time for property managers to focus on other aspects of their business.
- **Secure data management:** FairSelect uses best practices to keep data safe and secure, reducing the risk of data breaches and ensuring compliance with industry regulations.

- **Compliance with regulations:** FairSelect is designed to comply with relevant regulations and legislation, ensuring that local authorities and approved housing bodies are operating in accordance with legal requirements.
- **Streamlined tenant selection process:** FairSelect can simplify and automate the tenant selection process, saving businesses time and reducing errors.
- **Fair and unbiased tenant selection:** FairSelect is designed to eliminate potential biases in the tenant selection process, ensuring that every applicant is assessed on an equal footing. This is important for the public sector, where there is a need to demonstrate fairness and transparency in decision-making.
- **Customisation:** FairSelect can be tailored to meet the specific needs of each organisation or business, ensuring a personalised and effective solution.

For more information visit www.FairSelect.com.

The banner features the FairSelect logo at the top left, followed by a navigation menu with links for 'Our Software', 'Who We Serve', 'Why FairSelect', and 'Insight'. The background is a dark blue space filled with colorful, multi-colored dots. The main headline reads 'The fairest selection solution on the market'. Below this, a sub-headline asks: 'Looking for an affordable application that guarantees Fairness, Transparency and Integrity when selecting and tracking applicants? FairSelect is the solution you need.' At the bottom, four statistics are presented in white text on a dark background: 35 COMPETITIONS, 85,000 APPLICATIONS, 35,000 DOCUMENTS UPLOADED, and 3,600 SUCCESSFUL APPLICATIONS.

itself and the diverse and disparate population now looking for a foundation. This has created different challenges within the local communities.”

From a pragmatic perspective, as growth of the stock increases, Murray pointed out that a more efficient use of technology and decision making at local level is needed. “The FairSelect scheme could offer a very significant value to operational matters concerning the housing stock itself,” he noted.

A SOCIAL INVESTMENT

Johnny Horgan, MD of BidX1 (the digital property marketplace platform), said that one of the biggest investments a person will make will be in property. He described renting or buying property as “a whole social investment because people will be emotional since they've invested in a lot of ways”.

He noted that the level of transparency brought to the market by the team at Bynaric is important for both landlords and tenants. “Unless you have dual benefits it will not be a success. Bringing transparency and confidence for tenants and occupiers means they will engage more, and for landlords it will be a simplified process. Within our private sector this transparency of the transaction will be key for the future.”

With the growth in the rate of online trading and transactions across all industry sectors, Horgan said that the traditional shopfront is no longer needed to lease or sell the property.

“In terms of leasing or selling property, most of the work processes had not moved forward for many years, then Daft.ie and other software property platforms came online which transformed the property market. So,

you just need to be digitally enabled and this will be first part of the property journey, particularly in the volume of transactions dealt with by both public and private sectors.”

Due to the compliance risks on GDPR to be considered, and in dealing with complex communications and inefficiencies in public and private sectors, Horgan said “FairSelect provides a structured and efficient online way for tenants to apply for housing”.

Mondello Park

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mondellopark.ie | hello@mondellopark.ie | 045 860200 |   