

Together we can make it possible

CASE STUDY

RENT-A-HOME LLP

Builds an AI-Powered Rental Marketplace for Southeast Asia on AWS with Shri Sai Tech

Executive summary

Rent-A-Home LLP set out to launch RentAHome, a short-term rental marketplace for Southeast Asia, starting with Singapore and Cambodia — one platform where owners list quickly and price well, guests book with confidence, and the operations team runs approvals, payments, disputes and services in one place.

Listing a property well takes time most owners don't have, and nightly pricing is often guesswork. Guests need to trust strangers with their money and their stay, hosts need cleaning, maintenance and payouts handled reliably — and in a multi-country market with PDPA obligations, all of it must run securely.

To address this, Rent-A-Home LLP partnered with Shri Sai Tech (SST) to design, build and deploy RentAHome on Amazon Web Services (AWS). Phase 1 delivered four connected portals — Guest, Host, Vendor and Admin — with AI features on Amazon Bedrock: an AI Listing Builder, AI pricing, a Stay AI guest assistant, natural-language search, fraud screening and review moderation. Launch is scheduled for 21 November 2026.

The challenges

- **Challenge 1 – Listing Creation Is a Barrier for Hosts**
  Writing a good title and description and presenting a property well took owners hours, which slowed host onboarding.
- **Challenge 2 – Pricing Without Market Insight**
  Hosts set nightly rates by guesswork, leaving nights empty when too high and revenue unclaimed when too low.
- **Challenge 3 – Trust and Payments Between Strangers**
  Guests and hosts needed verified accounts, reviewed listings, secure card payments, protected addresses and a fair way to handle cancellations, refunds and damage.
- **Challenge 4 – Operations Beyond the Booking**
  Cleaning and maintenance between stays, monthly host payouts, refunds and disputes all needed one controlled, auditable process rather than spreadsheets and messages.
- **Challenge 5 – Bringing AI to a Marketplace Safely**
  AI had to describe only what a property really offers, keep inference inside the region for PDPA, and leave every risk decision to a person.

Rent A Home
ONE REGION · MANY HOMES · ONE PLACE TO BELONG

About RentAHome

Rent-A-Home LLP is building RentAHome, a short-term rental marketplace for Southeast Asia — Singapore, Cambodia, Vietnam, Laos, Thailand and Malaysia — that connects property owners, travellers and local service vendors on one platform.

Every listing is reviewed before it goes live, and the RentAHome team manages approvals, disputes and host payouts.

Jeremy Koh

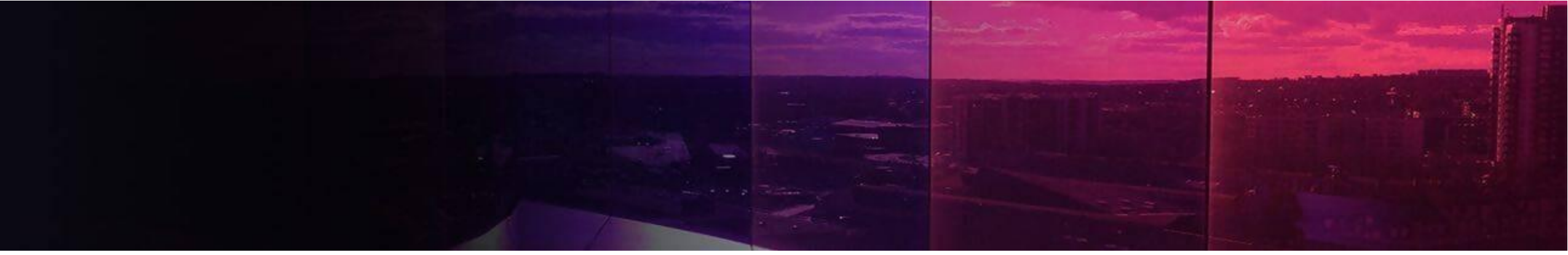
Chief Executive Officer

A visionary business leader with expertise in corporate leadership, strategic management, and business development. Jeremy brings a strong focus on driving business growth, building strategic partnerships, and identifying new market opportunities, helping organizations strengthen their market presence and achieve long-term success.

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Simplify Digital Transformation with AWS

Amazon Web Services (AWS) gave Rent-A-Home LLP a secure, scalable platform for a multi-country marketplace, hosted in the Asia Pacific (Singapore) Region to align with PDPA data-residency requirements.

With Amazon Bedrock, RentAHome adds AI without running its own model infrastructure — inference stays inside the project's AWS account and region, with no separate AI keys. Amazon SES and Amazon SNS deliver the email and SMS codes that verify every account, and the infrastructure is defined in Terraform.

Why Shri Sai Tech?

Rent-A-Home LLP selected Shri Sai Tech for its ability to deliver custom marketplace platforms on AWS, with practical, well-governed AI:

Key reasons Rent-A-Home selected SST:

- Full-stack product development: web portals, APIs and database design
- AWS cloud architecture, VPC security, IAM and infrastructure as code
- Amazon Bedrock and generative AI experience, with guardrails and evaluation
- Payments integration (Stripe) and marketplace finance: commission, refunds and payouts
- Understanding of short-term rental operations across Southeast Asian markets
- Agile delivery with regular demos and progress reviews with the client
- Ability to deliver four connected portals within one phase

The Solution

SST delivered the following Phase 1 components for RentAHome on a secure, Terraform-defined AWS foundation in the Singapore Region.

Guest and Host Portals

Guests explore with map and filters, wishlists, secure checkout, trips, messages and reviews — no account needed to browse. Hosts get verified sign-up, a 7-step Add Property wizard, calendar, pricing, reservations and payouts.

AI Listing Builder on Amazon Bedrock

Analyses up to 20 property photos, adds verified nearby places and drafts the title, description and highlights; guardrails check every amenity, and nothing is published without the host's approval.

AI Price Suggestions

Recommends which nights to raise or lower over the next 30, 60 or 90 days; hosts apply suggestions in one click, and booked or blocked nights are never changed.

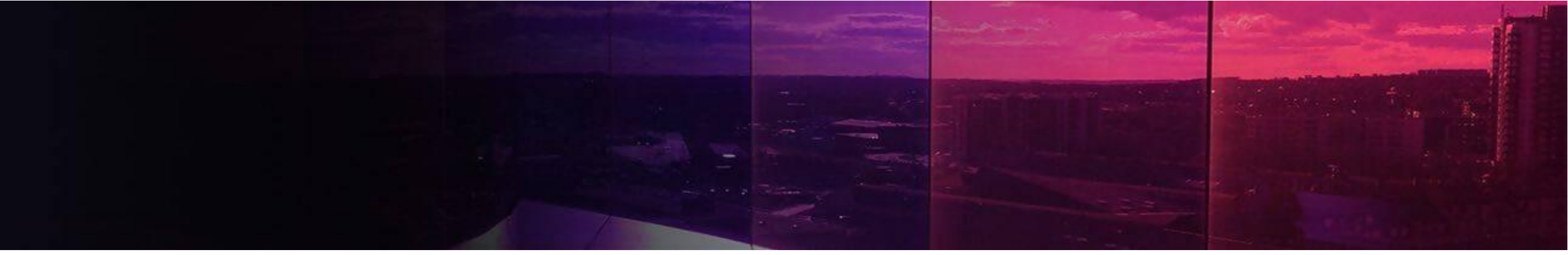
Stay AI Assistant and Natural-Language Search

A guest chat assistant on Claude Haiku in Amazon Bedrock that answers questions and recommends live listings, plus plain-language search and price-drop alerts. It never sees a street address.

AI Trust and Safety

Risk scoring of bookings and accounts with an AI-written assessment for a human reviewer — nothing is blocked automatically — and AI review moderation that flags policy violations.

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Admin, Operations and Vendor Portals

Listing approvals, refunds, disputes, monthly payouts, finance ledger, campaigns and role-based staff access — plus an invitation-only vendor portal for cleaning and maintenance jobs.

AWS Services and AI Models Used

AI Models and Marketplace Components

Foundation Models	Marketplace Components
Amazon Bedrock – Anthropic Claude • Claude Haiku 4.5 for Stay AI and alerts • Vision and text models for listings • Validated outputs, in-region inference	Built for a trusted marketplace • Grounded listing-draft pipeline • Fraud risk scoring with human review • Dispute-aware monthly payout engine

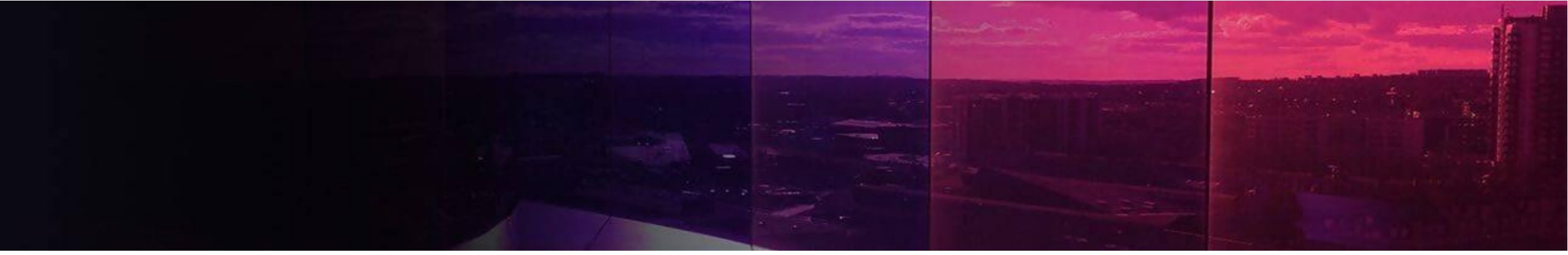
AWS Cloud Services

• Amazon Bedrock — foundation models • Amazon SES and SNS — email and SMS codes	• Amazon S3 and CloudFront — photos • Amazon VPC and AWS IAM — secure access

Results

- **Delivery**
  - Four connected portals — Guest, Host, Vendor and Admin — delivered in Phase 1
  - Regular demonstrations and progress meetings with the client throughout delivery
- **Hosts**
  - A guided 7-step wizard takes a property from photos to a submitted listing
  - AI price suggestions for up to 90 days ahead, applied in one click
- **Trust**
  - Accounts verified by email and SMS codes; every listing reviewed before going live
  - Bookings risk-scored as soon as payment succeeds; reviews checked by AI moderation
- **Operations**
  - One monthly transfer per host, only for completed stays with no open dispute
  - Cancellations, refunds, disputes and vendor jobs managed from one admin portal

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Benefits

- One platform for guests, hosts, service vendors and the operations team
- Faster host onboarding, with AI-written listings grounded in real photos and facts
- Better pricing decisions through AI suggestions the host controls
- Trust built in: verified accounts, reviewed listings, protected addresses, secure payments
- AI that assists people but never blocks, publishes or decides on its own
- A secure AWS foundation in Singapore, PDPA-aligned and ready to scale across the region

Next steps

- Production launch of RentAHome on 21 November 2026
- Security and load testing ahead of go-live
- SMS sender ID for Singapore, then verified SMS for Cambodia and other markets
- Automated host payouts through a payments provider (Airwallex, in progress)
- Launch the RentAHome Rewards Programme for guests and hosts
- Extend to Vietnam, Laos, Thailand and Malaysia, and release the mobile app

About Shri Sai Tech LLC DBA SST

SST is an AWS Partner specializing in AI-driven, cloud-native architecture and secure, compliant solutions across a wide range of industries — including healthcare, finance, education, retail, manufacturing, logistics, energy, government and public sector, telecommunications, and media and entertainment. Partnering closely with our clients, SST rapidly designs and deploys production-ready AI platforms on AWS, bringing AI-powered capabilities to market with speed and confidence.

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