

Mutual Home Exchange

Complete Feature List

A full breakdown of every feature built into the platform, for tenants, administrators, and the underlying system.

1. Core matching platform

The heart of the site - listing homes and finding a swap.

Listings

- Full property listings - bedrooms, bathrooms, property type, rent, tenancy type, landlord details
- Parking type (none / off-road / on-road with permit / on-road) and garden type (none / private / communal), each shown as a labelled pill on the listing and in search results
- Pet-friendly, adapted/accessible, and lift-access flags
- Multiple photos with named room slots (kitchen, living room, bedroom, etc.), WebP conversion and EXIF stripping on upload
- Address entry via Google Places Autocomplete, restricted to the UK, with automatic re-geocoding when an address is edited
- Featured listings, with a distinct visual treatment on cards and a higher position in "Fresh on the market"
- A live completion-percentage ring on the tenant dashboard, encouraging a fully filled-out listing

Matching engine

- Automatic scoring of nearby listings on distance, size fit, and tenancy type - not just simple postcode matching
- Desired-area and desired-bedroom-range preferences per listing, feeding directly into match scoring
- Stale match cleanup - old matches are correctly removed when a listing's criteria change, rather than lingering
- Scheduled, automatic match refresh via cron, independent of any user visiting the site

MultiSwap chains

- Three-or-more-way exchange chains, for when no direct two-way match exists
- Full consent tracking per chain member - one decline breaks the chain safely
- Chain status view showing each member's response and overall progress
- Opt-in only - tenants choose whether their listing participates

Search & map

- Interactive Google Map with custom branded property markers
 - Filterable results - property type, bedrooms, parking, garden, pet-friendly, adapted, swap preference
 - Live map info-window cards with photo, price, and a direct link to the listing, with a considered hover/tap timing so the card doesn't close before it can be read
 - Map view housed in its own styled card matching the rest of the site's design system
-

2. Tenant account features

Everything a logged-in tenant can do beyond browsing.

Dashboard

- At-a-glance stats - potential matches, pending requests, unread messages
- Listing completion ring and a direct edit link
- Swap chain summaries with live member/response status

Messaging & requests

- Private, in-platform messaging between matched tenants - no personal contact details exchanged until both parties choose to
- Viewing and exchange requests, trackable through to a decision
- Unread-message counts and instant notification on new activity

Saved listings & referrals

- Save listings for later, with a dedicated "Saved listings" page and one-click toggle from any listing
- Refer-a-friend system - successful referrals reward the referrer with a 14-day Featured boost on their own listing

Profile & preferences

- Editable contact details, MultiSwap opt-in/out, and notification preferences from one settings page
 - Subscription status and plan visible and manageable from the account area
-

3. Content, community & trust

Features that build trust and give the site a real, ongoing content presence.

Blog

- Full CMS - rich text editor, featured images, SEO fields (meta title/description), keyword tagging
- Built-in keyword research and competitor-analysis tools in the admin
- Statically generated for speed, with a one-click rebuild from the admin

Landlord Directory

- The full official register of England's social housing providers - 1,579 organisations - searchable by name
- Organisation type and corporate form shown per entry, with a link to the provider's own site where known

Still Looking? swap stories

- Admin-curated short stories from tenants still searching, with drag-and-drop ordering

User-submitted exchange stories

- Tenants can submit their own exchange story from their dashboard
- Admin review queue - edit, use as a curated story, use as the basis for a blog article, or delete
- Automatic email to the admin on every submission, and to the submitter only if their story is actually used

Testimonials

- Star-rated tenant testimonials with an admin approval queue
- Aggregate rating statistics shown on the public testimonials page, sourced from real feedback survey data
- Approval email to the submitter; no email sent on rejection

Trust & safety

- Email verification required before an account can log in
 - Honeypot spam-trap on the registration form
 - Full cookie consent banner and a dedicated Cookie Policy page itemising every cookie in use
-

4. Admin panel

A complete back-office for running the platform day to day.

Dashboard

- Activity charts - signups, new listings, messages sent, matches made, listing page views
- Live notice banners for anything awaiting review (testimonials, exchange stories)

People & listings

- Full user management, with the ability to edit a tenant's profile on their behalf
- Full listing management, with direct edit access from the admin table

Content management

- Blog manager, with the SEO tools mentioned above
- Stories manager (Still Looking?) with drag-and-drop ordering
- Landlord Directory manager
- Exchange story submissions review queue
- Testimonials review queue

Communication

- Messages overview with archiving and a two-step delete safeguard
- Scheduled task dashboard - every cron job, with a manual "Run now" trigger for each

Site configuration

- Site settings - name, tagline, logo, favicon, contact details
- Branding & personalisation - site-wide primary/accent colours, a two-colour logo wordmark split at any word boundary, and an optional full-viewport hero image replacing the default homepage design - all applied instantly on save, with live previews shown directly in the admin form
- Social share image generator - regenerates the Open Graph preview image from the live logo and tagline, with a live preview and manual regenerate button
- Ad zone configuration - top banner, in-article, sidebar, and footer placements, each independently controllable

Diagnostics

- Live error log viewer, reading the server's actual PHP error log directly
-

5. Design & user experience

The visual and interaction layer tying everything together.

Visual identity

- Full light/dark theme toggle, applied site-wide and remembered per visitor
- A consistent card, pill, and button design system used throughout, including a dedicated "amber button" convention for primary calls to action
- Custom-branded property map markers and a branded social share image
- Site name genuinely dynamic everywhere it appears - header wordmark, page titles, meta descriptions, and outgoing email content all read from one source rather than being fixed in place, so relabelling the site for a different brand or use case doesn't require hunting through individual files

Motion

- A scroll-triggered reveal animation system (vanilla JavaScript, no external library) used consistently across every major page
- Deliberately varied direction and stagger timing depending on content type - sequential cascades for numbered steps, alternating directions for showcase grids, wave effects for multi-column layouts

Responsive design

- Mobile-specific layout and sizing adjustments throughout, tested and iterated across the whole site
-

6. Monetisation

Optional revenue features - the site runs perfectly well with either or both switched off.

Subscriptions

- PayPal-based recurring subscription plans, configurable from the admin
- Free-tier mode available - subscriptions can be disabled site-wide with no code changes

Advertising

- Google AdSense integration across four independently configurable placements
 - Google Consent Mode v2 - ad and analytics cookies respect the visitor's actual cookie choice
-

7. Technical infrastructure

What's running underneath, mostly invisible to visitors.

- 10 scheduled cron jobs handling match refresh, chain refresh, nearby-place data, inactivity checks, reminder emails, referral processing, and cleanup of old messages and expired complimentary accounts
 - A full, consolidated 30-table database schema
 - Server-side caching of nearby-places and local crime data per listing, refreshed on a schedule rather than queried live on every page view
 - A dynamically generated XML sitemap, always current with live listings and content - no manual rebuild step required
 - robots.txt correctly scoped to exclude admin areas and login-gated pages while allowing everything public
 - Structured data (JSON-LD) on key pages for search engine rich results
-