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**HER ROOMIES INCREASING ACCOMMODATION RENTAL PARITY TO ADDRESS THE GENDER PAY GAP**

March 8, 2022 – London, UK Her Roomies (“the Company”), Today on International Women’s Day, but also every day, Her Roomies is impacting how women are supported through the world’s first accommodation rental platform and community created for women. Her Roomies, co-founded by a woman and with an all-female Board of Advisors, is doing its part to create gender parity by making women the protagonist of their accommodation rental platform versus simply a gender filter.

According to the United Kingdom’s Office for National Statistics, in 2021, the gender pay gap was 15.4 percent, with the average men paying 28.6 percent of their salary towards rent and the average woman paying 42.6 percent. This matters because women are often forced to pay far more in rent or be priced out of the market altogether. Women also need to search more widely for affordable rental property, often commuting further and may be forced into cheaper, less safe neighbourhoods. All of this leads to more time and energy expended on ensuring they feel safe and can afford a place to live and more stress and a lower quality of life. This trend is repeated throughout Spain, the rest of Europe, and North America.

Chiara Fraser, the Co-Founder of the Company, knows first-hand the additional challenges women face when trying to find safe accommodation that suits not only their needs but also their wants, she says