

PROJECT PROPOSAL



Property Points

Real Estate/Property App & Web



Designed & Developed by

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WHY APP?

REASONS WHY REAL ESTATE BUSINESS NEEDS AN APP?



According to the National Association of Realtors, back in 2016, 44% of all home buyers screened properties online first. Now, in 2021, we can say that the majority of people go online to choose a house they want to buy or to put a property up for sale.

But they don't just go online. They use mobile phones. In fact, the majority of people currently use mobile phones for almost everything, from ordering food to searching for homes. According to statistics, more and more people are accessing the internet via mobile phones.



Find Your
DREAM HOUSE

PROPERTY POINTS APP

SHORT LOOKS OF OUR PROPOSED APP DESIGN



App Key Highlights

- Property Based On Location
- Filter System By Needs
- Chat System

- Modern UI
- Secure Payment Systems
- Admin Dashboard

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TECHNOLOGY

TOP 4 TECHNOLOGY TRENDS IN OUR REAL ESTATE / PROPERTY APP

Real estate industry has become extremely complicated, as prices for real estate are the most sensitive to any changes in economics. Also, the demand for housing is increasing, so people seek for more effective ways to connect owners, agents and buyers along with renters.

1 ➤ Big Data

Big data allows to store and process large amounts of data, and gather information about each user to later predict their behavior and decisions. Big data is used in real estate in pair with artificial intelligence to perfect suggestions and offer users exactly what they're looking for.

2 ➤ Blockchain

Due to its transparency, blockchain is widely used to prevent fraud in real estate business, as it allows to double-check all the documents and make sure nobody is able to make any changes to them. Blockchain also helps to reduce the amount of red tape and avoid endless mediators that charge fees for their services.

3 ➤ Artificial Intelligence

Is used mostly for analyzing the user's preferences and requirements to make the most accurate and personalized suggestions. This allows a user to save time. Also, AI can help with property management by processing maintenance requests, tracking changes in listings, prices, etc. AI can analyze the market prices and also help with risk management.

4 ➤ Augmented And Virtual Reality

Augmented reality helps to increase sales by visualizing the property to potential renters or buyers and help them imagine how it will look like after the purchase. AR is perfect for remote virtual tours around the property: this helps both buyers and sellers save time and enhance property marketing.

FEATURES

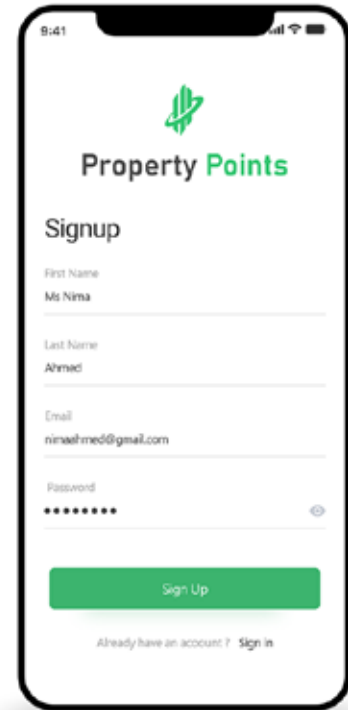
TOP 16 FEATURES IN OUR APP

1 ➤ Onboarding

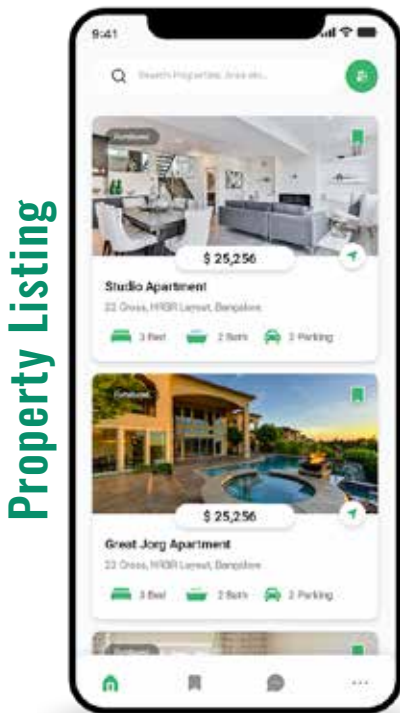
Onboarding should be easy and user-friendly. Social media and OTP login.

2 ➤ Personal Profiles

Personal profiles are different for buyers and agents. Agents will be able to see their properties, schedules, and profiles of potential buyers who have contacted them. Buyers can see a list of properties they liked while browsing listings.



Sign Up Process



3 ➤ Database And Listings

A big database is crucial for application. It's a core feature, and for app to be successful, you'll need to have lots of listings for potential buyers. Information about properties in the database should be reflected in listings. Listings give the information the buyers are most interested in, including pictures.

4 ➤ Calendar

Calendar in mobile application so that both real estate agents and clients can schedule appointments and link them to properties.

5 ➤ Call Button

A website or mobile app is just a first step toward buying a house. To move users forward through the sales funnel, we let them call an agent. Different ways to connect to an agent:

- Call button
- Online chat
- Callback button
- Request for a consultation

6 ➤ Property Profiles

A property profile that include extensive information about the property. Showcase more photos, give a description of the property, list a price for purchase or rent, and let homebuyers call a real estate agent to ask about the property.

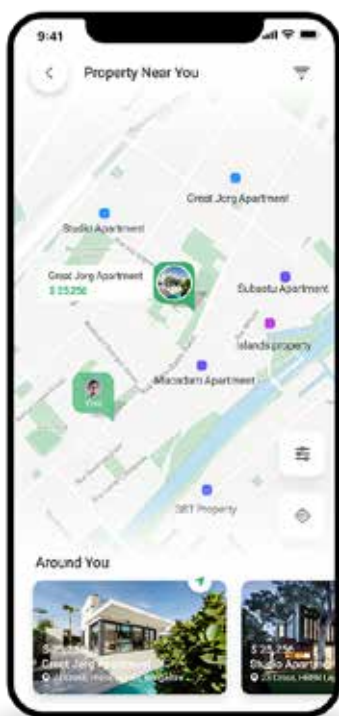
7 ➤ Price Calculator

A calculator to mobile app to help users find out the final price of a home including loan interest in different banks. The calculator is detailed, allowing users to choose the price of a home, their initial payment, the loan interest and the loan repayment period.

8 ➤ Maps

Maps can provide lots of valuable information to homebuyers. Apart from showing the locations of properties, it also shows data and statistics across different areas.

Properties on Map



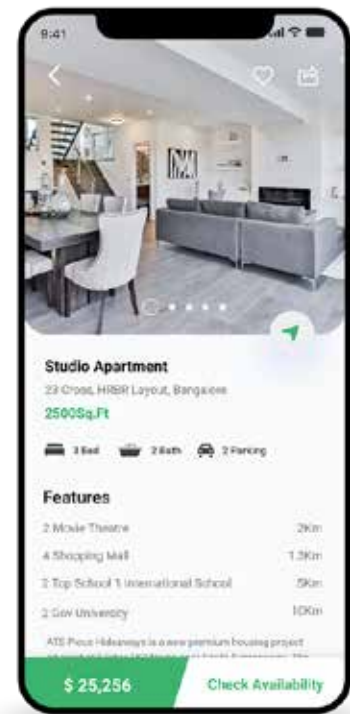
9 ➤ Push Notifications

Push notifications achieve two important goals. First, they retain users and remind them about the app, so they use application more frequently. Second, they allow platform owner to reach out to users and notify them of important events, such as:

- Price changes
- New properties in an area
- Any updates on properties

10 ➤ Analytics

Analytics can give you valuable insights on app's performance, but more importantly, they can show how successful business model is. Analytics gives information about target audience so platform owner can tweak his strategy according to users' preferences.

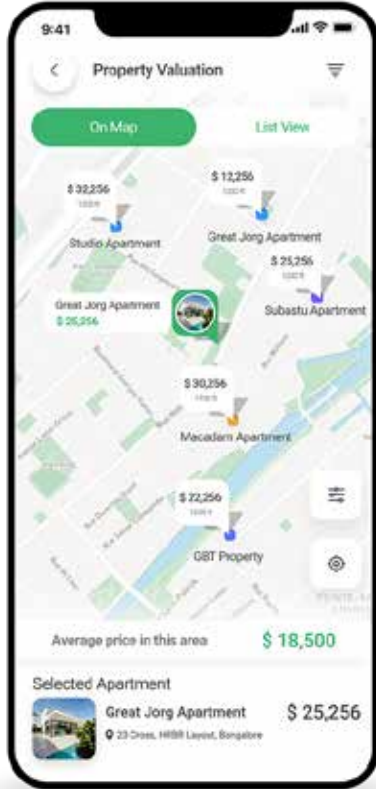


Property Profiles & Pricing

VALUATION

PROPERTY VALUATION

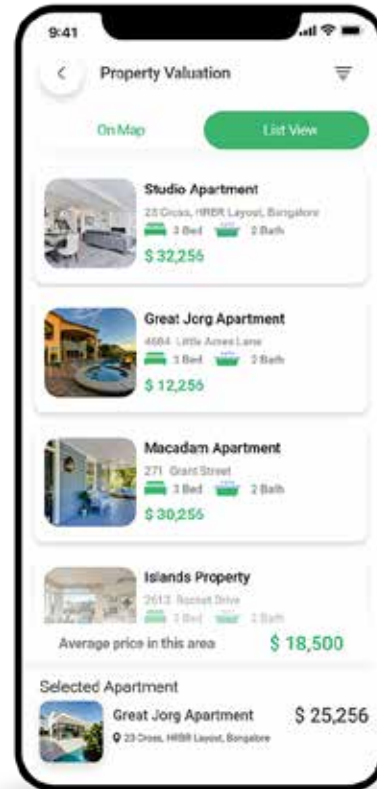
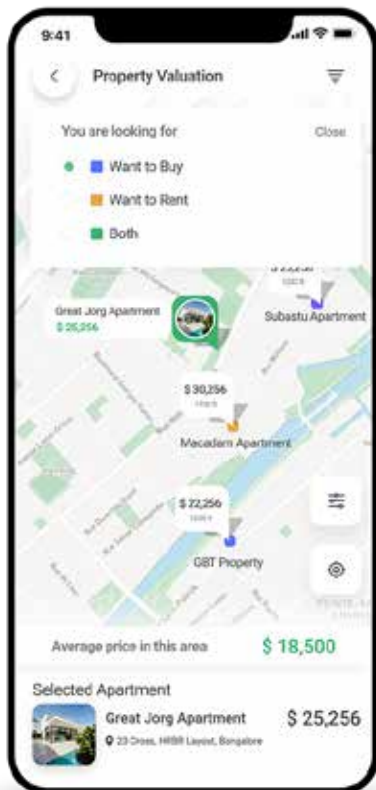
Property Valuation Via Map



11 > Property Valuation

Our property valuation features will give users an estimation of price range, rental range for that particular area for better transparency

Shift Between Sale & Rents



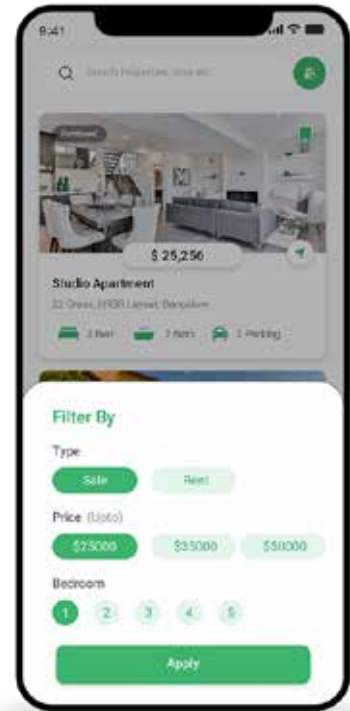
Property Valuation Via List

MORE

MORE ON APP

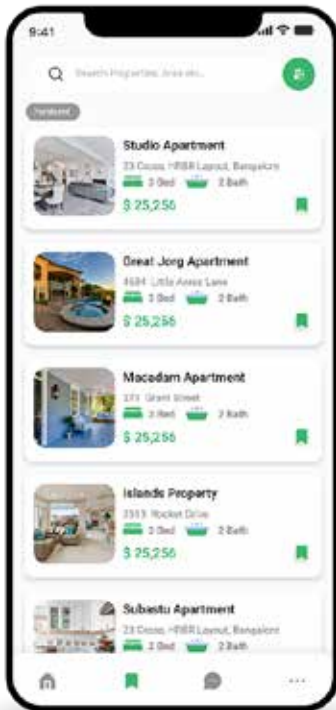
12 > Categories And Filters

Finding the right property is the most difficult part of the whole process of buying or renting a house. That's why we have advanced categories and filters for mobile app, as they're the primary tools that buyers will use.



Categories & Filters

Favorites Properties



13 > Favorites

It's important to give customers the ability to shortlist properties they like to make the decision easier. Favorites visible in a user's profile or in a menu.

14 > 360 Virtual Tour

It is one of the best features of our mobile app that allows the customers to have a virtual tour of the desired property from 360 views, so that they may get the help to pick the best only after witnessing through their eyes even while sitting at home.



360 Virtual Tour

MORE ON APP

15 ➤ Neighbourhood Insights and Analytics

Empower users with detailed neighbourhood insights: crime rates, school ratings, amenities, and demographics. Make informed decisions with comprehensive data at your fingertips.

16 ➤ In-App Chatting System with Virtual Agents

Instantly assist users with chatbots and virtual agents. Answer queries, schedule viewings, and offer tailored recommendations for a seamless property search experience.

17 ➤ Secure Document Management

Streamline transactions with secure document management and digital signatures. Effortlessly handle contracts, leases, and legal documents, reducing paperwork and enhancing efficiency.

18 ➤ Customer Review System

Elevate your property experience with a customer review feature. Gain valuable insights and make informed decisions with feedback from previous buyers.

19 ➤ Voice Activated Search

With the help of Voice-Activated Search, you can easily find properties in your desired locations within your budget for a seamless user experience.

20 ➤ Agent Profile

21 ➤ Own Dashboard

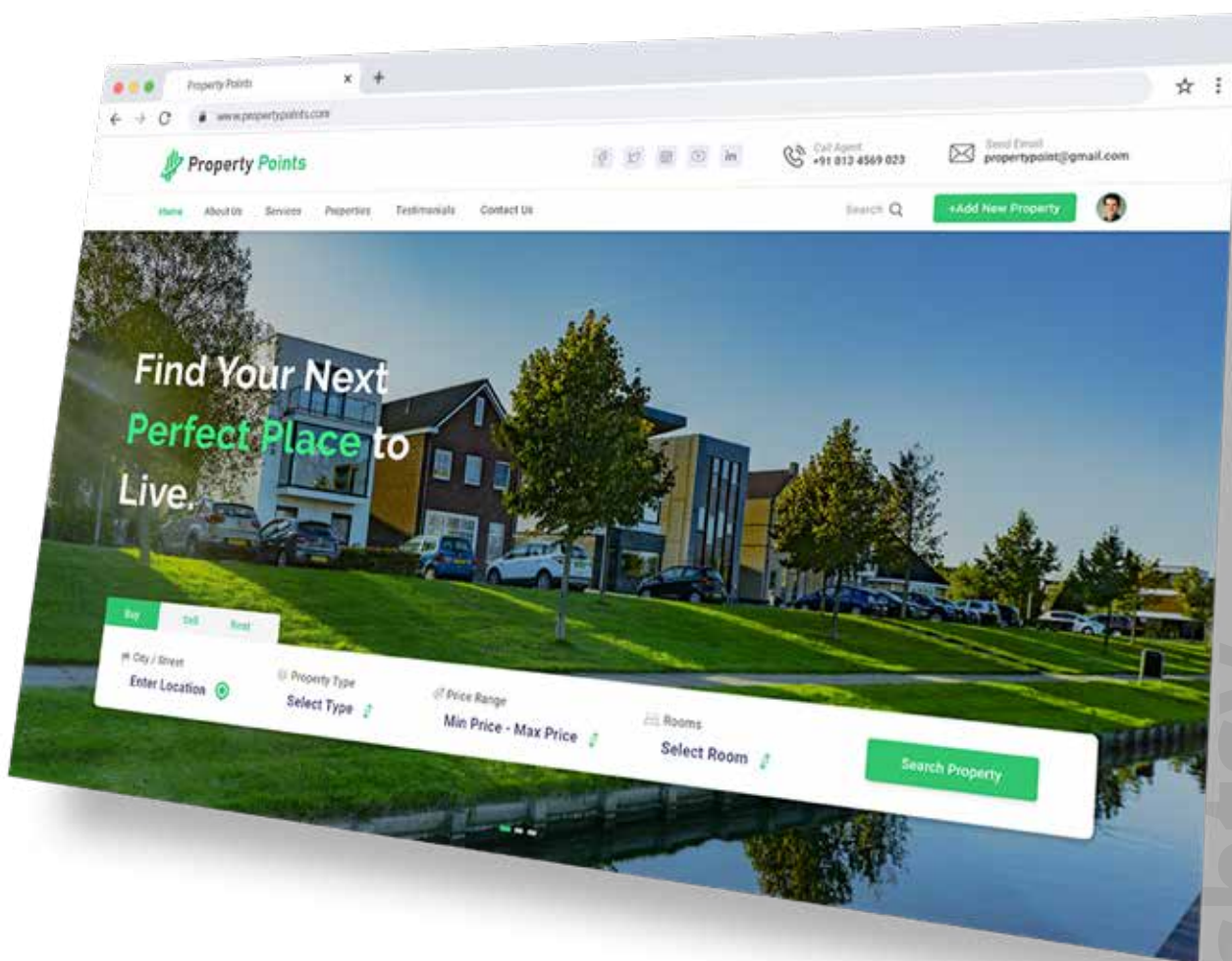
& Many more...

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PROPERTY POINTS WEBSITE

WEB DESIGN

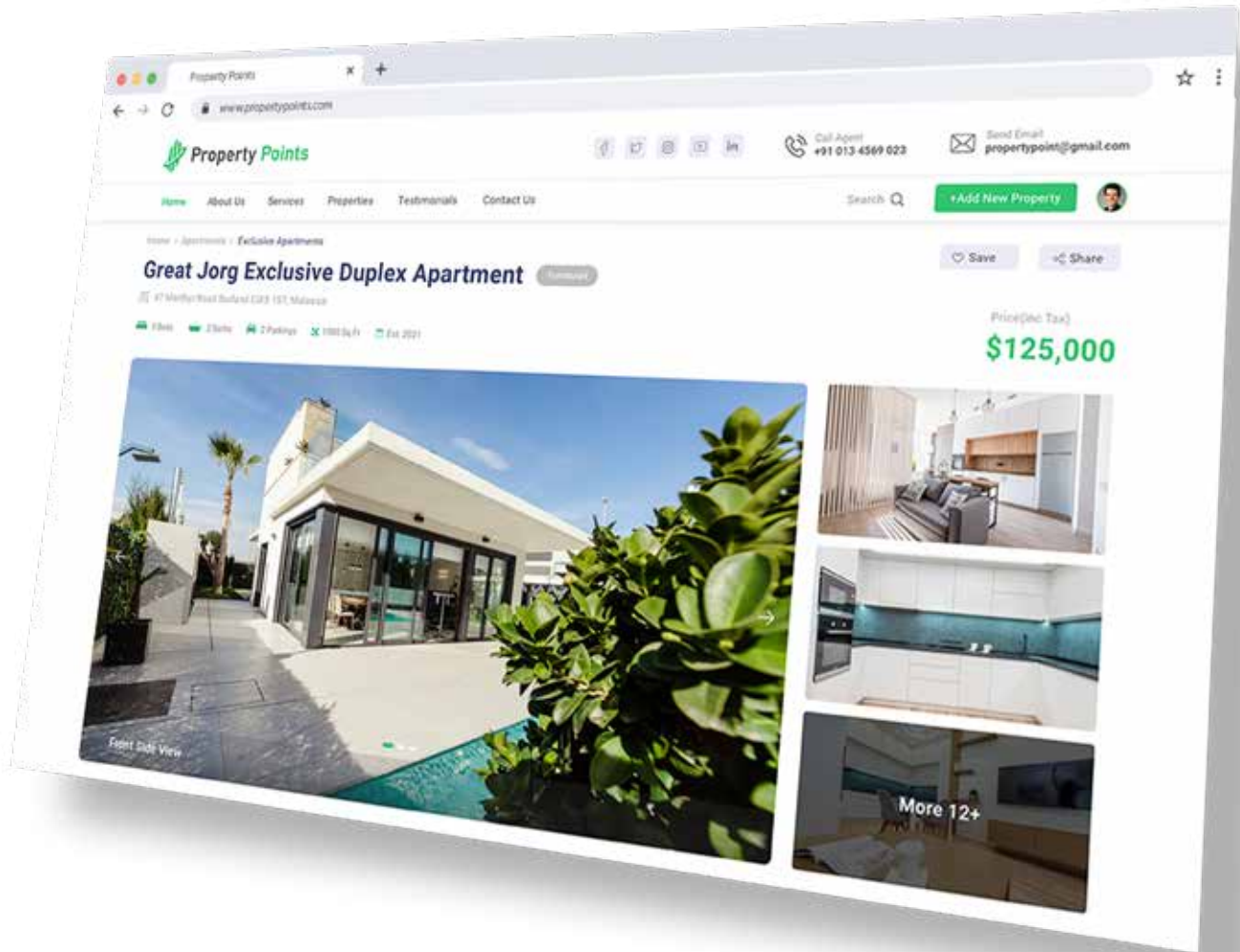
SHORT LOOKS OF OUR PROPOSED WEBSITE DESIGN.



Landing Page Design Of Our Real Estate / Property Website

WEB DESIGN

SHORT LOOKS OF OUR PROPOSED WEBSITE DESIGN.



Property Details Landing View Design Of Our Real Estate / Property Website



Browse Your
PROPERTY

KEY FEATURES OF OUR WEBSITE

FEATURES

All the features of the App that was mentioned before also reflect on the website development. There will be all kinds of qualities that make a great website.

1 ➤ Well Designed And Functional

The site will work quickly, correctly, and as expected. Build to web standards, proofread rigorously and visually appealing, polished, and professional.

2 ➤ Easy To Use

Visitors will get a good user experience User Experience (UX) to understand your services and stay on your website. We Use consistent layouts and visual cues for functionality across the site.

3 ➤ Optimized For Mobile


Our site will look great and work well on any platform. The growth of mobile and tablet devices is not slowing down. Optimizing for mobile will improve the experience.

4 ➤ Programming Languages

We will use Django or Node JS, which helps to reduce the loading time and boosts website performance.

5 ➤ User Friendly Dashboard

We will provide a great-looking and user-friendly admin dashboard with all the functional power to control both the App and the website.



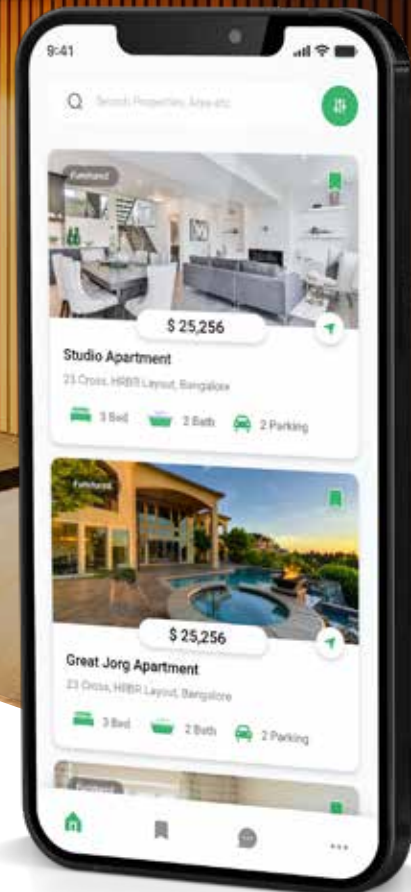
Browse Your
PROPERTY

Thank You!



Property Points

Real Estate/Property App & Web



Found it Awesome?

Please Contact Us for Purchase or More Info

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