# Consultation for Asha Properties, Pashan.

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## Overview

Asha properties is a real estate firm in Pashan, Pune. The business model involves acquiring listings of properties, showing interested buyers the properties over a span of months and making sales.
The following consultation is laid out with the goal of increasing the number of sales per month, optimising the workflow and increasing efficiency.

## Requirements:

### Personnel:

Ideally, the business should hire an associate to handle the digital infrastructure discussed henceforth. This associate shall be available at the office at all times. This person needs to be great at writing in English and must have competency in intermediate computer usage (ideally knowledge of programming is preferred).

### Hardware:

The CEO's office needs a desktop computer with a proper monitor. A good computer needs to be designated for handling all the data and for editing the website. All the data should be routinely backed up to cloud.
Additionally it is suggested that the business invest in an LCD display which constantly shows the properties in the Baner-Pashan-Sus area which are under the domain of Asha properties for sale. The software solution mentioned below can also list the customers who would be the most likely to buy each property.
A projector for meetings would also be ideal, but not immediately necessary.

## Digital infrastructure:

### Database

It is of great importance to maintain a database containing all the important details of all the properties, customers, developer associates and past sales. Additional details such as interactions with customers etc should also be recorded for better optimisation using machine learning.

### Subscription lists

All potential buyers should be included in subscription lists. A weekly automated email or WhatsApp message should alert the buyers about all the new properties in the area. In addition, buyers should get alerts when there is a property within their area of interest and budget.
Sellers of properties should get automated emails about the details of the site-visits by customers.

### Website

The business needs to create a website which shall list all the properties they are selling. The technical associate needs to manually update the website after each sale and each time new properties are added to the list. We shall discuss more about the website in the next section.

## The website:

The website needs to contain all the information about the properties being sold at that moment. There should be pictures taken by Asha associates. Customers should find it on Google and be able to filter for properties based on location, budget, square footage, number of rooms etc. After that the customers can contact the business and schedule a site-visit by talking to a real person. They should be encouraged to reach out and register with the company.
Additionally with the integration of the software solutions discussed below, the customers will be able to see

the properties on a map, see trends in prices and calculate the value appreciation as well. The website will also have additional pages about the company and what it stands for.

# Software solutions:

A few software solutions involving mathematics and machine learning are proposed:

### Interactive Price/Area/Time plot:

This interactive map will show the customers and the people at Asha properties all the properties in one glance. They will be able to add filters, see which customers are most likely to buy the properties, how many on-site visits each property has had etc.

### Property value appreciation calculator:

With this tool, customers will be able to calculate the appreciation in the value of the property in the future, as real estate is often an investment. This calculation will use current local trends in prices in the area to predict the increments for each area. It will be specifically created for this business and will not make general predictions purely using national GDP data etc.

### Property and Customer suggester:

It is important that a customer gets matched with the right property so that the chances of them buying the said property increase. This tool will suggest the right customers to the sales executives of the business so that they can make more sales with less site-visits. This tool will also suggest the right properties to customers via email or WhatsApp.

### Mathematical framework of the business flow:

The number of sales each month is determined by the number of properties, the number of interested customers, the number of sales executives and the number of site-visits. In order to increase the number of sales each month, one needs to know the proportion in which these numbers need to grow in order to grow in the expected amount. This tool will plan a roadmap towards increasing the sales and the profit and guide the business towards scaling up the venture

# Flow-chart: