

PROPERTY MANAGEMENT APPLICATION USING SALESFORCE

1 INTRODUCTION

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A property management system (PMS) is a software application for the operations of hospitality accommodations and commercial residential rental properties. PMS is also used in manufacturing industries, local government and manufacturing. A property management system is sometimes referred to as a hotel operating system or hotel OS.

- **Overview**

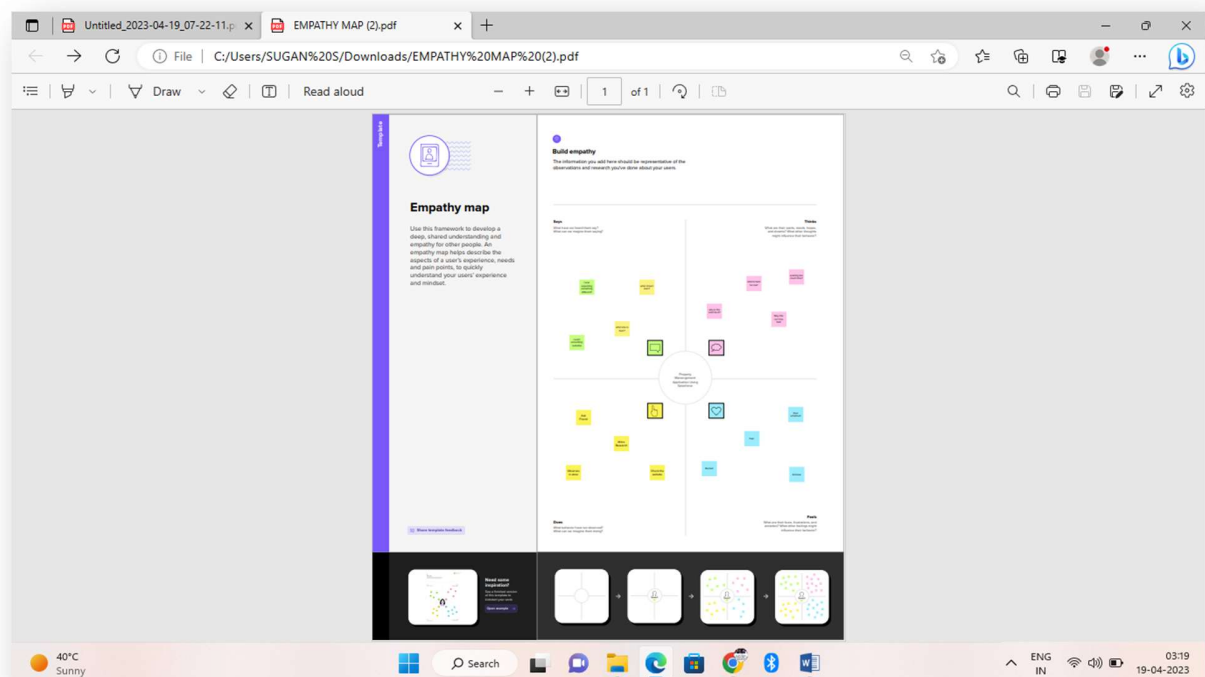
Based on the Grand View Research study, the global property management software market size is expected to reach \$14 million by 2028. It means that more and more companies are going to invest in residential and commercial real estate technology and [CRM consulting](#).

- **Purpose**

Property managers assist owners in creating budgets, advertise rental properties, qualify tenants, and collect rent. They also comply with the local landlord and real estate board laws and maintain the property.

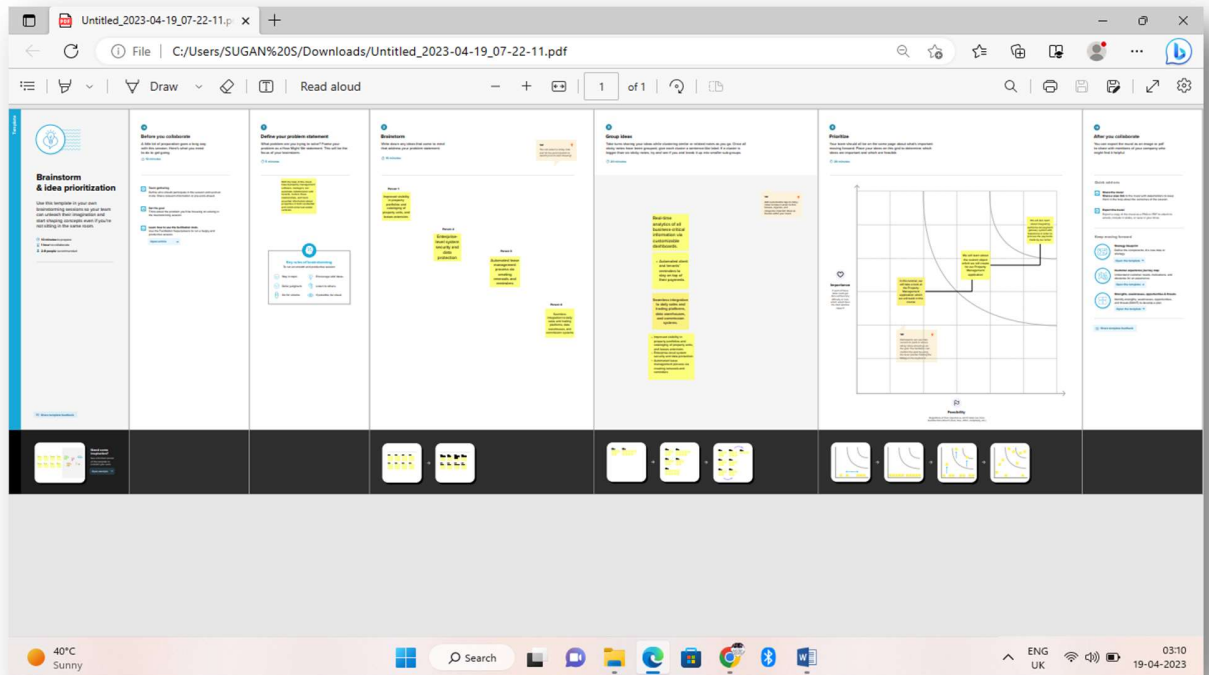
2 Problem Definition & Design Thinking

1. Empathy Map



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1. Ideation & Brainstorming Map



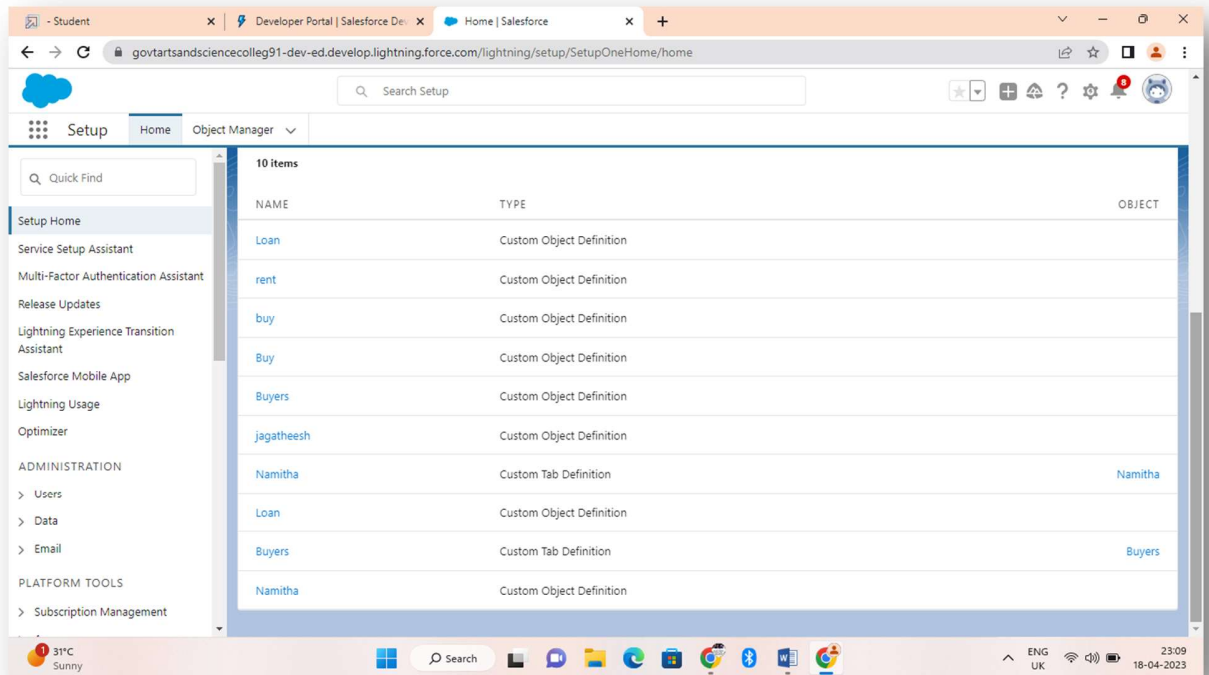
3. RESULT

- Data Model:**

Object name	Fields in the Object	
obj1		
	Field label	Data type
	LOAN	CUSTOM OBJECT
	BUYERS	CUSTOM TAB
obj2		
	Field label	Data type
	NAMITHA	CUSTOM OBJECT
	NAMITHA	CUSTOM TAB

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• Activity & Screenshot



4. Trailhead Profile Public URL

Team Lead – <https://trailblazer.me/id/namitha123r>

Team Member 1- <https://trailblazer.me/id/priya562003>

Team Member 2 –
<https://trailblazer.me/id/swathi09>

Team Member 3 –
<https://trailblazer.me/id/ssandhiya13>

5. ADVANTAGES & DISADVANTAGE

Advantages

- The number one benefit of using a PMS is saving time.
- One of the biggest problems hoteliers face is being time-poor.
- With a PMS, you'll reduce time spent on admin, increase time available for backlogged tasks, and most importantly, free up time for yourself.

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Disadvantages

- Time-consuming if you choose the wrong system. ...
- Might seem expensive for a small business. ...
- Training (cost and time).

6. APPLICATIONS

Breal Estate is a Chilean company established in 2013, which, in a strategic alliance with Salesforce.com, develops an application for managing properties.

BReal (www.breal.cl) is an application that incorporates all the functions necessary to manage different processes of the real estate sector with the best practices in mind. It is delivered as a service (SaaS) and accessed via Internet from any device

Salesforce.com (www.salesforce.com) provides the technological platform that supports the data storage, the security elements and protocols and the information backup in redundant servers in the EEUU, Europe and Asia, and a series of transversal functions such as messaging, information intelligence system, alarm management, change logs, user profiles, among many others.

7. CONCLUSION

The real estate industry is undergoing a massive change by adopting digital transformation services. Firms are moving away from the old way of doing business and are adopting streamlined digital methods.

8. Future Scope

Salesforce is the world's largest cloud Customer Relationship Management (CRM), designed to help you build client interactions, develop apps, and integrate with other systems.

If you're an IT professional looking for a way to specialize in a particular field with promising career possibilities, Salesforce is a go-to choice today.

Salesforce certifications are an excellent approach to developing technical knowledge and skills in the world's most popular CRM platform.

Because the number of end-users on the Salesforce platform is growing, getting started with Salesforce now feels more appropriate and essential than ever.



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There is a scarcity of highly skilled Salesforce professionals in enterprises and multinational