

Problem Statement – Real Estate Fractional Investment Platform

Project Title:

Revaa – Real Estate Investment Simulation Platform

Background / Context:

Investing in real estate has traditionally been limited to high-net-worth individuals or institutional investors due to the large capital required to purchase complete properties. Many potential investors, especially from the lower and middle-income groups, cannot participate in real estate investment despite its potential for stable returns.

At the same time, managing multiple investors, fractional ownership, transactions, and property availability is complex and requires a robust system for tracking investments, generating profits, and maintaining transparency.

Problem Definition:

There is no simple and accessible platform that allows small investors to invest in real estate properties **as fractional shares**, with clear tracking of ownership, lot availability, and profit distribution. Investors need a system where they can:

1. **View available properties** with detailed information.
2. **Invest in fractional shares (lots)** according to their purchasing power.
3. **Track ownership and investment history** in real time.
4. **Receive profits** proportionate to their share of the property.
5. **Ensure transparency and automation** in transactions and lot availability.

Currently, the lack of a structured digital platform makes fractional investment inefficient, prone to errors, and inaccessible for small investors.

Objectives of the Project:

The project aims to **simulate a fractional real estate investment platform** using Salesforce to address these challenges. Specifically, it will allow:

1. **Property Management:**
 - Maintain a catalog of real estate properties with details like location, price, and total lots.
 - Track available lots per property dynamically.

2. Investor Management:

- Record investor details including contact information and total investment.
- Maintain a clear relationship between investors and their owned lots.

3. Investment Lots Management:

- Divide properties into fractional lots that investors can buy individually.
- Track lot status as available or sold.

4. Transaction Management:

- Record all investments made by investors.
- Maintain history of lot purchases and investment amounts.

5. Automation and Transparency:

- Automatically update available lots when a purchase occurs.
- Provide accurate calculations for total investments and lot availability.

Scope of the Project:

- Simulate real estate investment **without real money**, using Salesforce as the platform.
- Enable multiple investors to buy fractional shares of properties.
- Track transactions and investments using Salesforce custom objects, relationships, and automation features.
- Provide a user-friendly interface for managing properties, investors, lots, and transactions.

Expected Benefits:

- Make real estate investment **accessible to all** by simulating fractional ownership.
- Reduce complexity in tracking multiple investors and lots.
- Provide **real-time insights** on investments, lot availability, and transactions.
- Offer a scalable system that can be extended to real applications in the future.