

**Introduction:**

Dream Homes Realty, a construction company, uses zoho Book to track project expenses, manage subcontractor payments, and handle invoicing. They can generate estimate and invoices for clients, track job costing, and monitor the profitability of each project. Zoho Books provides them with financial insights to make informed decisions.

**Purpose:**

Purpose of Dream Homes Realty, they will provide you with an all-in-one service, including your buying, selling, leasing, construction, investing and managing your properties. They are specialized in locating, analyzing, negotiating and closing properties effectively and efficiently.

**Empathy Map:**



### Says

What have we heard them say?  
What can we imagine them saying?

"I want a house that meets my family's needs."

"I need a mortgage that fits my budget."

"I'm looking for a neighborhood with good schools."



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

"I hope I can find a house that feels like home."

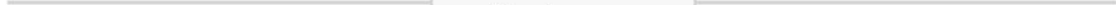
"Buying a home is a big financial decision."

Complete the exterior with siding, roofing, windows, and doors.



Housebuyer

Short summary of the persona



Search online, visit open houses, get pre-approved for a mortgage.

Reaches out to real estate agents for assistance.

Attends open houses and tours homes.

Anxious about the home-buying process.

Excited about the prospect of finding their dream home.

Frustrated by the complexity of real estate transactions.



### Does

What behavior have we observed?  
What can we imagine them doing?

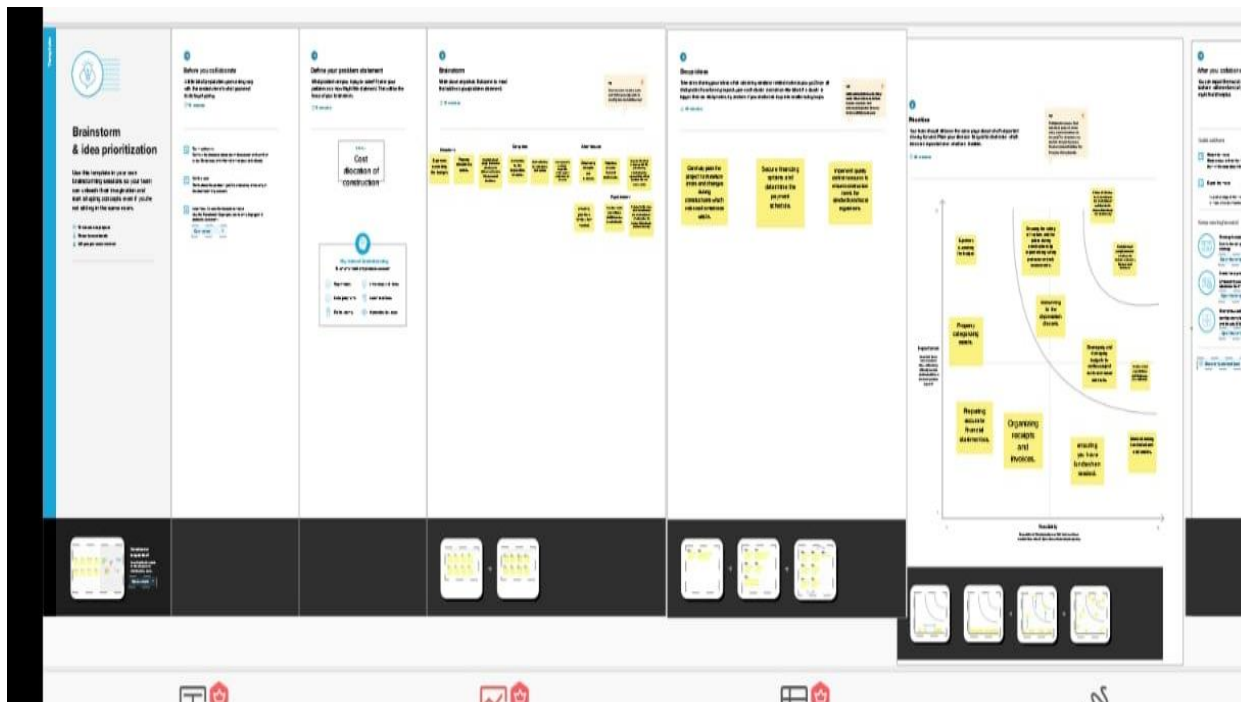


### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

[See an example](#)

### Brainstorming:



Profit and loss:

Dream Homes Realty  
Profit and Loss

Basis: Accrual

From 01/04/2023 To 31/03/2024

[+ Add Temporary Note](#)

ACCOUNT ▾	TOTAL
<b>Operating Income</b>	
Total for Operating Income	0.00
<b>Cost of Goods Sold</b>	
Labor	5,00,000.00
Total for Cost of Goods Sold	5,00,000.00
Gross Profit	-5,00,000.00
<b>Operating Expense</b>	
Other Expenses	5,000.00
Total for Operating Expense	5,000.00
Operating Profit	-5,05,000.00
<b>Non Operating Income</b>	
Total for Non Operating Income	0.00
<b>Non Operating Expense</b>	
Rent Expense	2,00,000.00
Total for Non Operating Expense	2,00,000.00
Net Profit/Loss	-7,05,000.00

\*\*Amount is displayed in your base currency INR

**Balance sheet:**

Dream Homes Realty  
Balance Sheet

Basis: Accrual

As of 16/10/2023

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ACCOUNT	TOTAL
<strong>Assets</strong>	
<strong>Current Assets</strong>	
<strong>Cash</strong>	
Petty Cash	-5,000.00
<strong>Total for Cash</strong>	-5,000.00
<strong>Bank</strong>	
ICICI Bank-001	-34,50,000.00
<strong>Total for Bank</strong>	-34,50,000.00
<strong>Other current assets</strong>	
Prepaid Expenses	29,50,000.00
<input checked="" type="radio"/> Input Tax Credits	0.00
Input CGST	18,000.00
Input SGST	18,000.00
<strong>Total for Input Tax Credits</strong>	36,000.00
<strong>Total for Other current assets</strong>	29,86,000.00
<strong>Total for Current Assets</strong>	-4,69,000.00
<strong>Total for Assets</strong>	-4,69,000.00
<strong>Liabilities &amp; Equities</strong>	
<strong>Liabilities</strong>	
<strong>Current Liabilities</strong>	
Rent payable	2,36,000.00
<strong>Total for Current Liabilities</strong>	2,36,000.00
<strong>Total for Liabilities</strong>	2,36,000.00
<strong>Equities</strong>	
Current Year Earnings	-7,05,000.00
<strong>Total for Equities</strong>	-7,05,000.00
<strong>Total for Liabilities &amp; Equities</strong>	-4,69,000.00

\*\*Amount is displayed in your base currency INR

#### Advantages:

- Zoho Books provides a user-friendly interface that simplifies accounting processes, making it easier for the business to manage its finances.
- The software allows for easy tracking of expenses, which is crucial in construction business where costs can vary widely from project to project.
- Zoho Books streamlines the invoicing process, making it easier to bill clients and receive payments promptly.

#### Disadvantages:

- If you're not already with accounting software, there may be learning curve to effectively use Zoho Books, which can take time and effort.
- Depending on the specific needs of a real estate business, integrating Zoho Books with other software or platforms might be challenging and require additional resources.
- While Zoho Books offer different pricing plans, the cost can add up, especially if you need multiple user access, advanced features, or integration.

#### Conclusion:

In conclusion, Dream Homes Realty decision to maintain their account using Zoho Books is a wise choice for efficient financial management. By utilizing this cloud-based accounting software, they can streamline their accounting processing, track expenses, and gain valuable insights into their financial health.