



KIET Group of Institutions, Ghaziabad
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PropMart

Real-Estate Project



Guide Name: Mrs Arti Sharma

Project Members

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PROBLEM STATEMENT

In the dynamic and highly competitive real estate industry, there exists a pressing need for an efficient system that enables the owner of a real estate company to effectively track and manage the activities of their agents. The current lack of comprehensive tracking and accountability measures often results in suboptimal agent performance, missed opportunities, and potential client dissatisfaction. Reasons behind this inefficient system include lack of visibility, Inefficient Communication, Accountability Gaps, Resource Allocation, and Client Satisfaction.



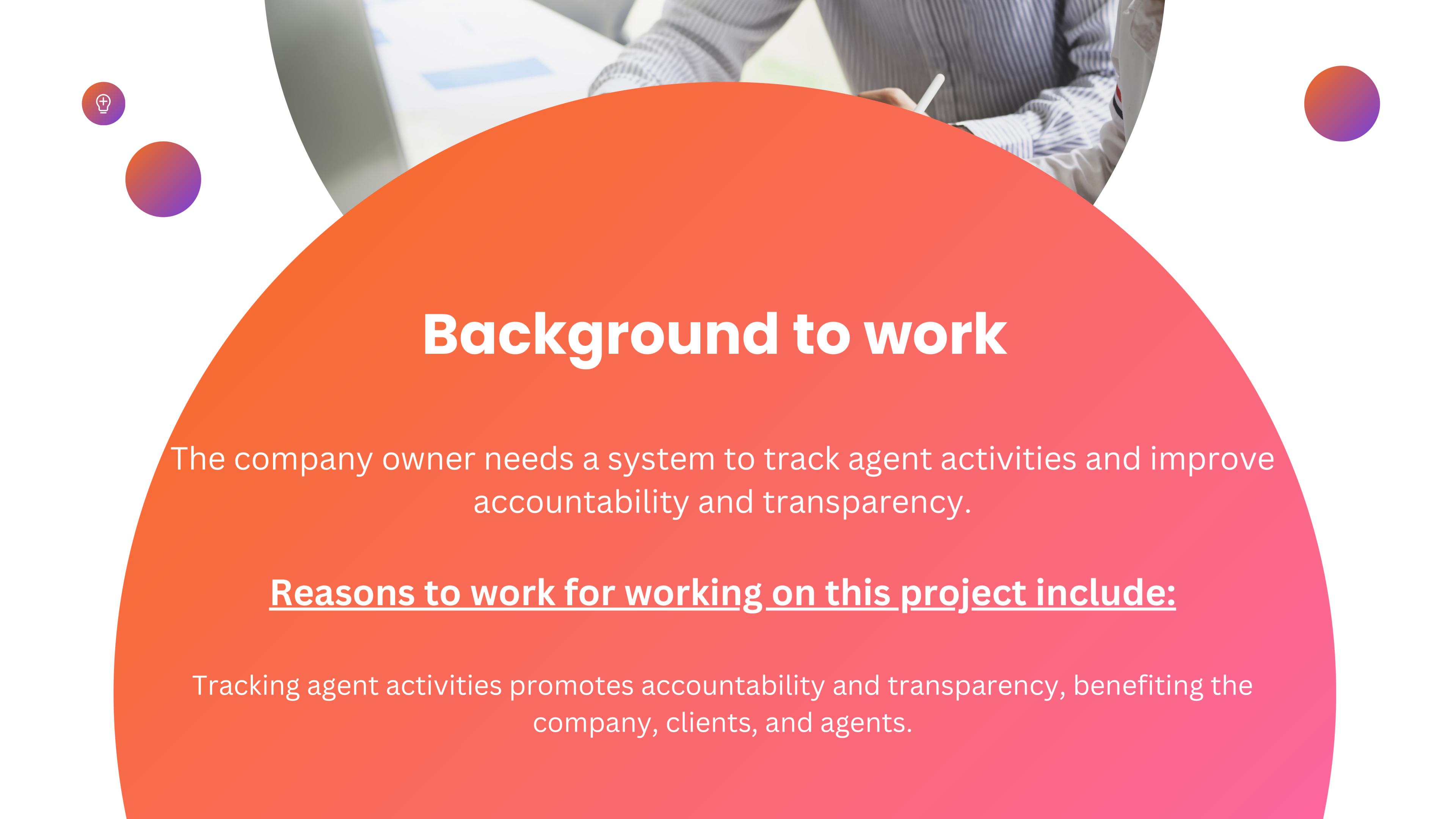
Abstract

1. The real estate project involves a company focused on maximizing agent performance.
2. The company owner will track agent activities and assigned properties to ensure targets are met and quality service is provided.
3. The project aims to establish a culture of accountability and transparency through clear expectations and performance metrics.
4. A tracking system will be established to monitor agent progress in marketing properties and engaging with potential buyers.
5. The goal is to create a more efficient and effective real estate operation.



Field of Invention

1. The invention provides a framework for tracking agent and property activities.
2. The framework offers feedback and support to help agents achieve their goals.
3. Agent location is tracked during client meetings.
4. OTP verification is introduced to authenticate whether the agent actually meets the client to accomplish assigned targets.
5. The framework aims to increase accountability and improve agent performance.



Background to work

The company owner needs a system to track agent activities and improve accountability and transparency.

Reasons to work for working on this project include:

Tracking agent activities promotes accountability and transparency, benefiting the company, clients, and agents.



Objectives

Increased Accountability

By tracking the activities of its agents, the owner of the company can ensure that they are performing their duties effectively and efficiently, and meeting their targets.

Improved communication

Tracking the activities of agents can help the owner of the company to stay informed about the progress of the project, as well as any issues or challenges that may arise. This can enable better communication and collaboration between the owner and the agents.

Better resource allocation

By monitoring the activities of agents, the owner of the company can identify areas where additional resources or support may be needed, as well as areas where resources may be overallocated.

Enhanced customer service

Monitoring the activities of agents can help ensure that customers receive timely and accurate information, as well as high-quality service throughout the buying or selling process.

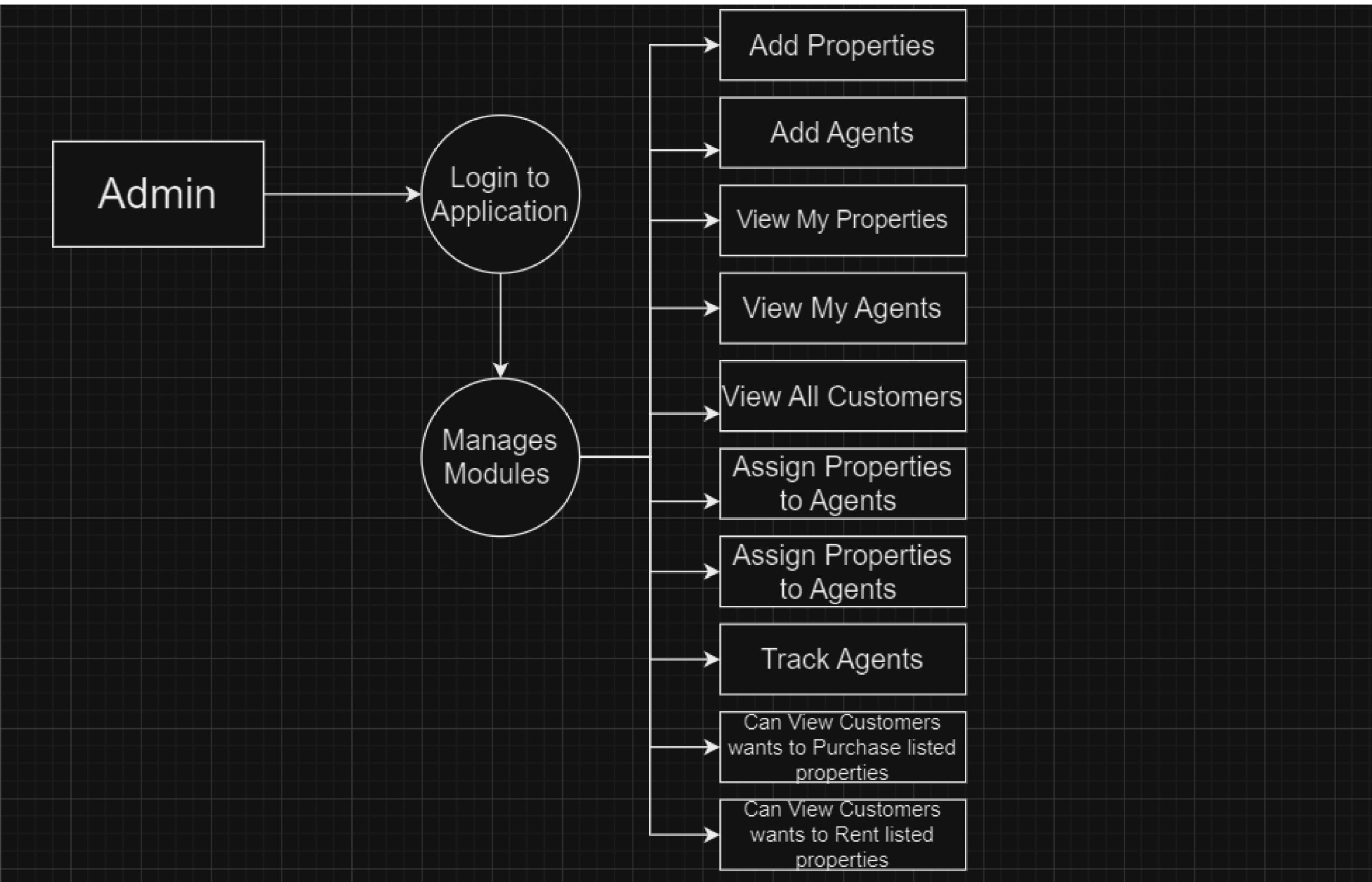
Increased efficiency and productivity

By tracking the activities of agents, the owner of the company can identify areas where improvements can be made to increase efficiency and productivity, such as streamlining processes or providing additional training and support to agents.

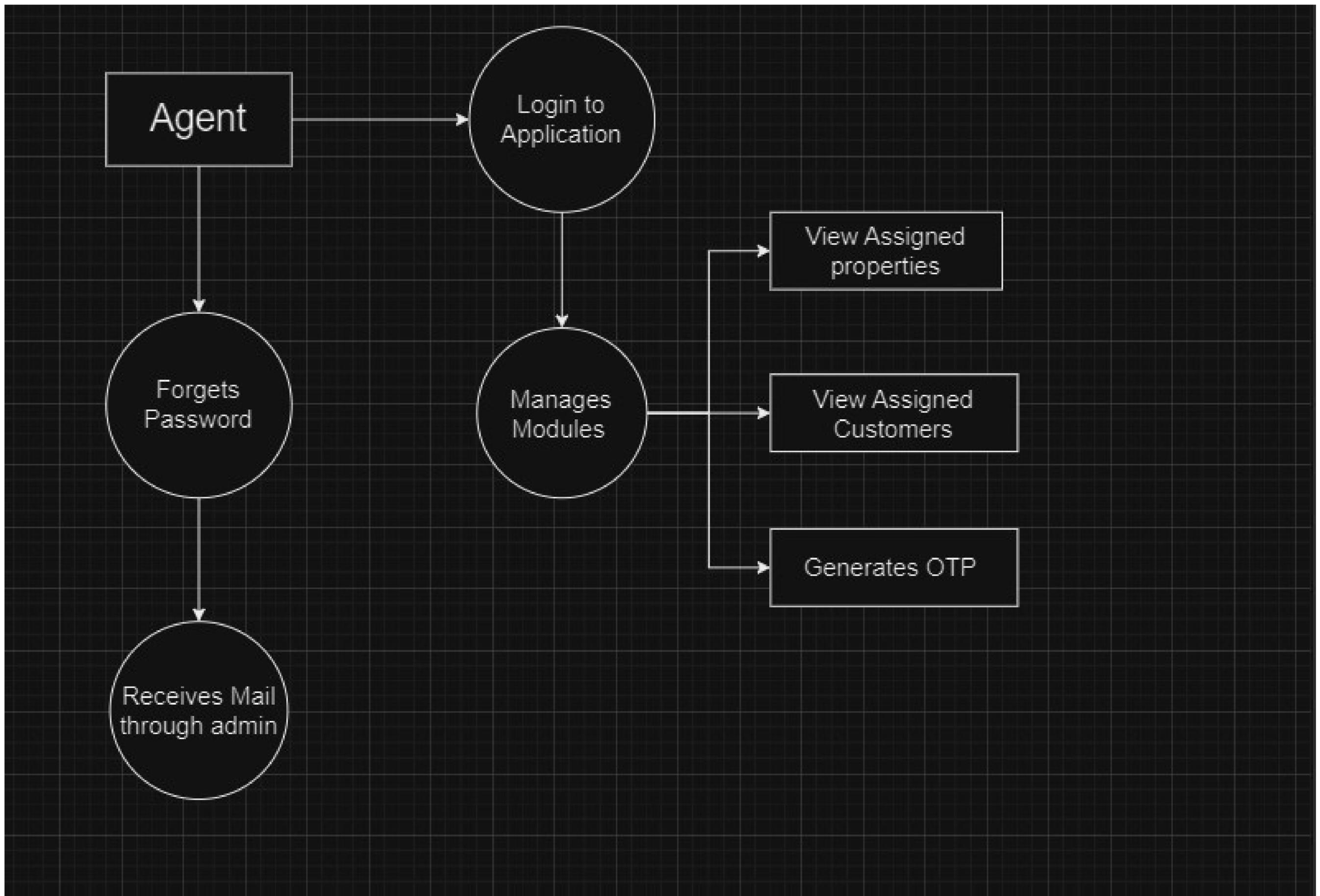
Better performance evaluation

By tracking the activities of agents, the owner of the company can more accurately evaluate their performance and make informed decisions about promotions, bonuses, or other incentives based on their contributions to the project.





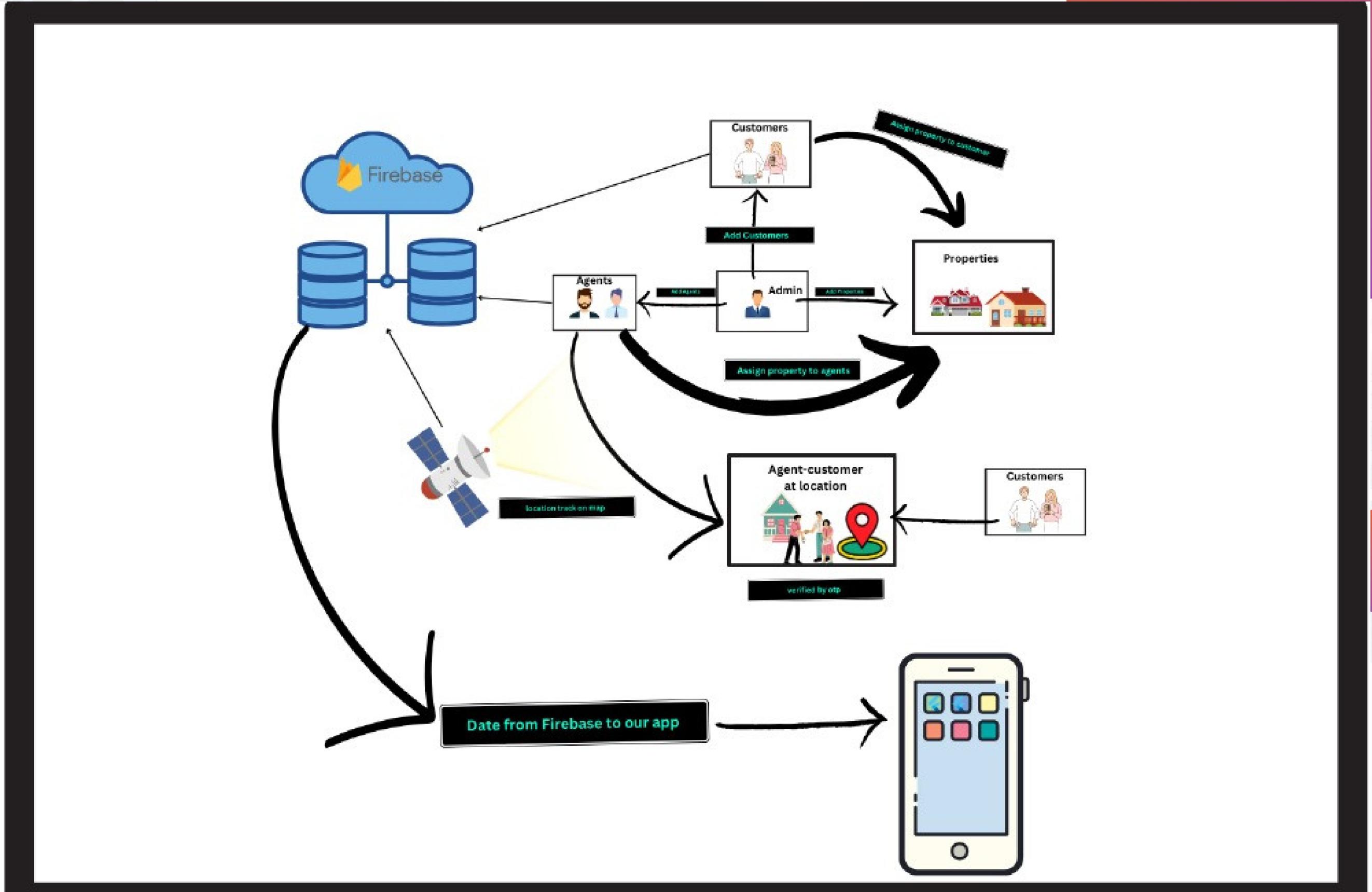
1 Level DFD for Admin Login



1 Level DFD for Agent Login

Approach

[View approach ->](#)



Outcomes

1. **Increased accountability:** Tracking agent activities can increase accountability by encouraging adherence to company policies and procedures.
2. **Improved efficiency:** Tracking activities can identify inefficiencies and enable necessary changes to improve overall company performance.
3. **Better customer service:** By monitoring agents' activities, the owner can identify areas where customer service can be improved. This can lead to a better overall experience for clients.
4. **Increased sales:** Tracking activities can also help identify top-performing agents and sales techniques, allowing the company to replicate successful strategies and increase overall sales.
5. **Higher employee retention:** Tracking employee activities can improve employee engagement, leading to increased job satisfaction and lower turnover.



Differentiating Factor

Comprehensive Tracking Metrics:

- Real-time Activity Monitoring: Enabling real-time tracking of agent activities such as lead generation, property visits, follow-ups, and deal closures. This real-time monitoring ensures immediate feedback and intervention when necessary.
- Performance Metrics: Implementing a robust set of Key Performance Indicators (KPIs) tailored for the real estate industry. These metrics include conversion rates, customer satisfaction scores, and response times, providing a clear view of agent effectiveness.

Agent Training and Support:

- Continuous Training: Providing ongoing training and workshops for agents to keep them updated with the latest market trends, technology usage, and customer service skills.
- Support System: Establishing a support system where agents can seek guidance and assistance, fostering a collaborative and learning-oriented environment within the company.

Client-Centric Focus:

- Enhanced Customer Experience: By ensuring quick response times, personalized interactions, and efficient handling of client queries, the project aims to enhance overall customer satisfaction, leading to client loyalty and positive referrals.
- Transparent Transactions: Implementing blockchain technology or similar solutions to create transparent, secure, and tamper-proof transaction records, enhancing trust between clients and the company.



Differentiating Factor

Flexibility and Adaptability:

- Scalability: Designing the system to be scalable, allowing for easy expansion or contraction based on market demands, ensuring that the company can adapt swiftly to changing market conditions.
- Incorporating Emerging Technologies: Keeping an eye on emerging technologies such as Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR) to stay ahead of competitors and offer innovative services to clients.

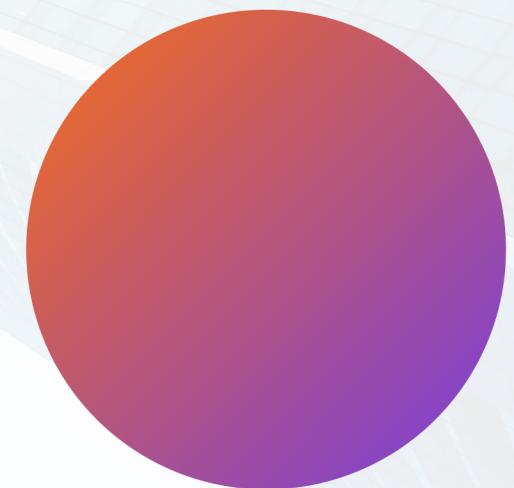
Continuous Improvement:

- Feedback Loops: Establishing mechanisms for collecting feedback from both clients and agents, using this information to make continuous improvements in services, processes, and customer satisfaction levels.

Technology Used



Kotlin



End Users

The end users of the project involves company owner and agents of the company.

Admin(Owner): The owner of the company is responsible for adding the properties which the customers are interested to buy. The owner is responsible to assign specific agents to the specific properties.

Agent: The agent is able to view the properties assigned to him. An agent can also view the details of the customers with whom he has to schedule a meeting.

Advantage

1. **Increased Accountability**: When the owner tracks the activities of their agents, it increases accountability, ensuring that agents adhere to company policies and procedures. This can lead to better quality control and improved customer satisfaction.
2. **Improved Performance**: By tracking the activities of agents, owners can identify areas for improvement and develop strategies to address them. This can lead to improved performance and increased sales.
3. **Better Customer Service**: Tracking activities can help identify areas where customer service can be improved. By addressing these issues, owners can increase customer satisfaction, which can lead to repeat business and referrals.
4. **Better Resource Allocation**: By tracking activities, owners can identify which agents are performing well and allocate resources accordingly. This can help the company focus its efforts and resources on the most productive agents and sales strategies.
5. **Data-Driven Decision Making**: Tracking activities provides owners with data that they can use to make informed decisions. This can help them identify trends, measure the success of marketing campaigns, and adjust their strategy accordingly.





Conclusion/Summary

1. Monitoring agents increases accountability and quality control.
2. Identifying areas for improvement and developing strategies improves performance and sales.
3. Tracking activities helps identify top-performing agents and allocate resources efficiently.
4. Identifying areas for customer service improvement increases satisfaction and retention.
5. Data-driven decision making helps make informed decisions and remain competitive.

Literature Survey

Paper Title: An Improved Android-Based Real EstateApp

Authors name: Abdullahi Isa, Hauwa Ahmad Amshi, Hayatu Alhaji Saidu, Edeh Michael Onyema

Year of Publishing : 3 March 2020

Journal name: International Journal of Novel Research and Development



Summary of Research papers

Title: Optimizing Real Estate Performance: A Comprehensive Tracking Application for Monitoring Agent Activities and Enhancing Company Operations

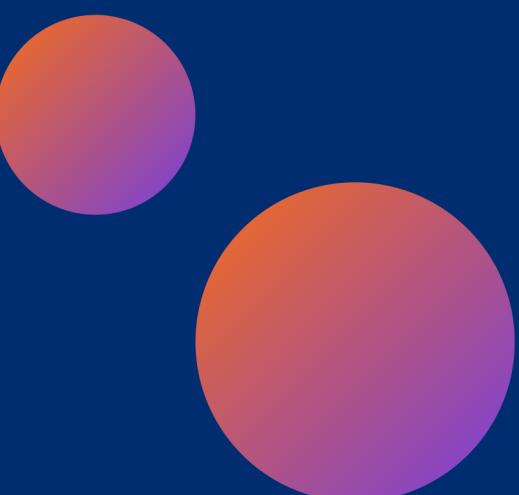
Abstract: The real estate industry operates in a highly competitive and dynamic environment where optimizing agent performance is essential for sustained success. This research paper explores the development and implementation of a technology-driven solution to track and manage the activities of real estate agents, with the aim of improving operational efficiency and client satisfaction. The study investigates how modern tools, including customer relationship management (CRM) systems, data analytics, and communication platforms, can be harnessed to streamline agent activities and foster a culture of accountability.



Keywords: Agent monitoring, Location tracking, Transparency, Accountability

Introduction:

The real estate sector is experiencing rapid digital transformation, prompting a critical need for innovative solutions to enhance operational efficiency. This research paper introduces a novel approach to address this need by leveraging technology to track and manage the activities of real estate agents. The paper outlines the challenges faced by the industry, such as agent accountability, communication gaps, and resource allocation inefficiencies.



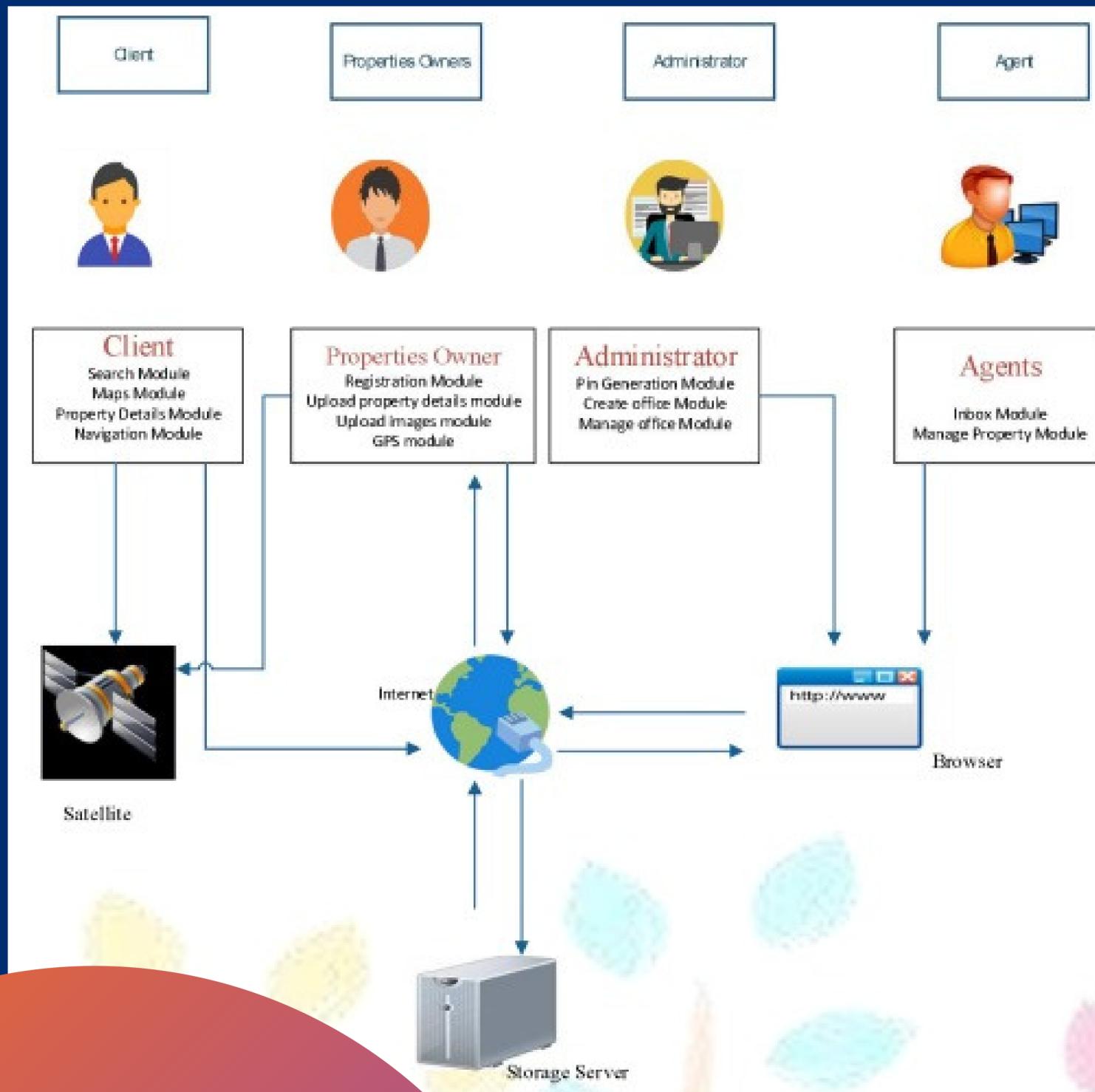
Methodology:

The research methodology section outlines the process of developing and implementing the technology-driven solution. It details the selection of suitable CRM software, data collection mechanisms, and communication platforms. The integration of performance metrics and key performance indicators (KPIs) into the system is also discussed.

Results:

The results of the implementation reveal significant improvements in agent performance and operational efficiency. Real-time activity tracking enables the company owner to monitor lead generation, client interactions, property showings, and deal progress. The system's communication tools have reduced miscommunication and improved response times, leading to enhanced client satisfaction.

Conclusion:



This research paper concludes by emphasizing the transformative potential of technology-driven solutions in the real estate industry. The project's success in tracking and managing agent activities has far-reaching implications, including increased agent productivity, higher sales volumes, and improved client satisfaction. The paper underscores the importance of staying adaptable to industry trends and embracing emerging technologies to remain competitive in the evolving real estate landscape.

PROJECT OUTPUT

Propmart
Dashboard

Control Panel

- Property** Add Property
- Agent** Add Agent
- My ...** View ...
- My Agent** View Agents
- Custom...** My ...
- Loan** Interested
- Assign** Assign ...
- Location** Track Agents
- Purchase** Want to ...
- Renting** Want to rent

Recent Activity [View All](#)

Agent - Shivendu Mishra Logged out

Propmart - shivendu.2024cs1136@kiet.edu

< Assign property to agent

Select Property
Please Select Property

Select Agent

Add customer details

Name

Phone Number

Address

Purchase
 Renting

Submit

Propmart - shivendu.2024cs1136@kiet.edu

< Add Property

Property Name

Bedrooms **Bathrooms**

Bedrooms Bathro...

Gardens **Area**

Gara... Area.. Flat (in sq ft) Land (in sq mt)

Cost **Year built**

Cost Year Build

Address

eg. XYZ street

Add Images  **Locate Property**

0 images selected

Propmart - shivendu.2024cs1136@kiet.edu

< All Properties

Search

 **edana** alpha 1 gr noida 2015
1715 sq mt ₹1.05 Cr

 **swran nagri** a 226 swran nagri... 2000
288 sq mt ₹0

 **silver oaks** silver oaks societ... 2000
500 sq ft ₹3.50 Cr

 **cgewho** cgewho 2022
1123 sq mt ₹55.00 L

Propmart - shivendu.2024cs1136@kiet.edu

< Add Agent

Agent Name

Email Id
 john@gmail.com

DOB : **Male** **Female**

Age **Phone Number**

Address

eg. XYZ street

Add Agent Image 

Add Agent

Propmart - shivendu.2024cs1136@kiet.edu

PATENT STATUS

Draft Link -> Click here

5	21004	ARTI SHARMA	CS	arti.sharma@kiet.edu	Propmart (an agent monitoring application)	VIEW	--	VIEW	<u>LEVEL</u>	<u>Status</u>	<u>Remark</u>	--
									HOD	APPROVED	OK	
									RND	APPROVED	Recommended for further higher authority approval under option 1 category	
									DIRECTOR	PENDING	--	

The patent draft has been submitted, and it has been approved at 2 levels(HOD level and RND level), only approval at director level is pending.

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Thank You