MBA 590: Applied Consulting

Statement of Work

Create effective sales cycles and marketing plans for segments of clients

University of Illinois @ Chicago

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Project By :-

- **Keerthi Racherla (661073066)**
- **Niva Thekdi (662815990)**
- **Prashansa Nande (655111131)**
- **Sudheer Kumar Ambati (662833865)**

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INTRODUCTION

Listing2Leasing is an online platform for tenant screening, designed to be used by Real Estate Agents, Brokers and Landlords. It is an effective way of modernising real estate transaction management that involves tenants, landlords, agents and brokers. It facilitates the rental application and credit/background check process.

This company provides following services and features –

Features

1. **TENANT SCREENING AND APPLICATION SOLUTIONS**
   - Tenant Screening Solutions – Customize tenant screening products to each transaction, including tenant credit reports, eviction history, and criminal background checks.
   - Online Tenant Applications – Tenant applications occur in the cloud, reducing or altogether obviating physical paperwork.
   - Applicant Grouping – Applicants, co-signers, and groups thereof are automatically organized and evaluated.

2. **INFORMATION SECURITY AND RISK MANAGEMENT**
   - Listing 2 Leasing is hosted on a dedicated server protected by both software and Cisco hardware firewalls.
   - Listing 2 Leasing's network is SOC2, SOC3, SSAE 16, and PCI-compliant.
   - Listing 2 Leasing employs a 256-bit SSL using TLS 1.2.
   - Listing 2 Leasing's platform access is time-stamped, logged, and forensically auditable to help protect against fraudulent account activity.
   - Listing 2 Leasing employs two-factor authentication at the network level, in addition to user login attempt restrictions and temporal lockouts to help ensure against fraudulent account activity.
   - Listing 2 Leasing's platform is routinely scanned and tested to ensure integrity.

Additional Features

- Based on the user's needs they provide Customized Workflow Management.
- User can access your account and deal information from anywhere, as they are hosted on cloud.
- Brokerage accounts can track agent progress, company statistics, and office announcements, control company forms, and receive finished deals delivered from agents electronically.

Target Audiences (Segment of Customers)

There are different buckets of client, but we should reuse materials for the users with some variation.

Segment of Client	Example
Corporate Clients	*ReMax*
Large Real Estate Brokerages	*A ReMax Franchise with 25 offices*
Medium Size Brokerages	*5 offices*
Individual Offices (large)	*1 office - 150 agents*
Individual Offices (small)	*1 office - 15 agents*
Individual Landlords	*own 1-5 properties typically*

SCOPE OF WORK

- Analyse and improve the existing sales cycle and marketing strategies.
- Identify loop holes and risks associated with current implementation and provide Risk Mitigation strategies.
- Understand the transaction process of leasing and make it more beneficial for the Client and Listing2Leasing firm.
- Give recommendation for customized marketing strategies for different client segments.

PERIOD OF PERFORMANCE

The period of performance for generating effective sales cycle and marketing plans for Listing2Leasing for different segments of clients is of 9 weeks.

Start Date	25st October’17
End Date	13th December’17

PLACE OF PERFORMANCE

While working for our client (Listing 2Leasing), to create marketing plan and sales cycle for different segment of their customers, we, as a UIC project team will perform majority of work at UIC East campus.

Throughout the course of project, all the project related queries and discussion with the client would be done via email and/or online (video call) meeting. As per client's requirement and consent, the team might have a face-to-face meeting during the project work cycle.

The UIC Team will be required to meet with the client for the Final Project Delivery and Presentation on the last week.

WORK REQUIREMENTS

While completion of this project, the UIC team will be responsible for performing various tasks at different stages of the project cycle. These multiple tasks, created as different modules of the final project is listed below:

Stage-1:

- Project Assignment and background research
- Kick Off Meeting
- Understanding client needs
- Create and present a detailed project plan including timelines, tasks to Professor.
- Finalizing Project Plan and Statement of Work

Stage-2:

- Client current situation and key issues
- Project Definition Presentation
- Approach for the marketing and sales cycle of different buckets of clients associated with Listing2Leasing
- Preliminary findings about improving Risk Mitigation
- Preliminary findings on how to make the agents/ brokerages more profitable
- Preliminary findings on how offices can be profitable from the transaction in the business

Stage-3:

- Finalizing findings and recommendations
- Finalizing marketing and sales cycle
- Review with Client
- Draft presentation and report

Stage-4:

- Review findings, recommendations, implementation plan with client
- Presentation and Final Report

SCHEDULE/MILESTONES & DELIVERABLES

Please refer to the document – “Project Plan - Gantt Chart - Applied Consulting” for detailed information about project work schedule, deliverables and milestones.

TEAM AND CLIENT RESPONSIBILITIES

Team responsibilities include:

1. Determining different factors to improve the effectiveness of the real estate agents.
2. Suggesting various ways of risk mitigation.
3. Exploring and Suggesting important factors that can help the client improve their office’s profit from the transactions involved in their business.
4. Creating effective sales cycles and marketing plans for different segment of customers.
5. Documenting and sharing any queries or clarification that is required during the process.
6. Weekly Status call with the Client.

Client responsibilities include:

1. Requirement Verification.
2. Clarification and discussion by conducting periodic meeting.
3. Providing documentation (sample input/output data).
4. Evaluating each phase of work provided by UIC team.

ACCEPTANCE CRITERIA

- All deliverables submitted will be collected and evaluated by Justin Kling.
- Justin will observe and evaluate each deliverable to ensure completion of each module as per their requirement
- In case of each stage of project deliverable being evaluated and accepted successfully, the client will provide their approval/consent for the final deliverable of project and the final presentation.

OTHER REQUIREMENTS

All UIC project team members have to sign and submit Non-Disclosure (Confidentiality) Agreement document.