

1. Introduction

The **Fortune Realty LLC Project** is a fully dynamic, backend-driven real estate presentation and lead-generation platform.

The primary purpose of this system is to showcase complete project information—pricing, configurations, amenities, gallery, floor plans, builder details, and legal documents—while converting visitors into qualified leads using call-back forms, WhatsApp interactions, and brochure downloads.

This is a **public-facing landing page system** with **no login or signup** for users. All project data is managed from the backend, and every section of the website is rendered dynamically using APIs.

The platform is designed to maximize conversions from digital campaigns and provide high-quality verified leads to the sales team.

2. Existing Functionality

2.1 Project Details Page Structure

- Responsive Navbar
- Display of:
 - Project title
 - Builder name
 - Category (Residential / Commercial)
 - Special project tags (Pre-launch, RERA approved, Limited units, etc.)
- Detailed “About Project” section
- Configuration details including:
 - Carpet / Built-up area
 - Price range
 - Bedroom options
 - Tower numbers
 - Total number of units

2.2 Media & Visual Assets

- High-resolution image gallery
 - Floor plan images
 - Embedded project videos
 - Property highlights and curated sections
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2.3 Lead Generation Modules

- Request Call Back form
 - Pre-Registration form (Name, Phone, Email)
 - Direct WhatsApp communication
 - Mandatory registration for brochure download
 - Multiple call-to-action (CTA) buttons placed across the page
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2.4 Project Information Sections

- Comprehensive amenities list
 - Key property highlights
 - Interactive location map
 - Nearby location markers (Google Map based)
 - Property developer details
 - Social media links
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2.5 Document Downloads (Backend Managed) Price Sheet

- Payment Plan
- Floor Plan PDFs
- Approval Letters
- High-quality Project Brochure

All documents are stored and served dynamically from the backend.

3. Current System Flow (Before Enhancements)

1. The user lands on the properties listing and selects a property card.
2. The user is redirected to the property details page.
3. All project information and media assets are fetched dynamically from the backend.
4. The user browses through highlights, gallery, amenities, pricing details, etc.
5. On selecting “Request Call Back” or “Download Brochure”, a lead form opens.
6. After submitting the form, the lead is saved in the backend.
7. Brochure access is unlocked and may be shared automatically on WhatsApp.
8. The sales team receives the lead and initiates the follow-up process.

The existing system is public and does **not** include login/signup features.

4. Additional Functionalities to Be Added (Upgraded System)

4.1 User Interaction & Lead Quality Enhancements

- OTP verification before brochure download
 - Advanced lead form
 - Dedicated offer & promotion sections
 - Smart chatbot
 - Multi-language support (English, Arabic, Hindi)
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4.2 Enhanced Project Information

- Builder portfolio:
 - Completed projects
 - Ongoing projects
 - Awards
 - Area price trend chart (5-year)
 - Configuration comparisons (e.g., 2BHK vs 3BHK)
 - Floor plan comparison
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4.3 Additional Visual & Functional Modules

- Bank loan partner carousel
 - Interactive payment plan (table + graphical)
 - Dynamic campaign-based landing pages
 - Additional CTA actions (Schedule Site Visit, Get Detailed Quote)
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5. Updated System Flow

Complete updated flow

- The user lands on a campaign-based landing page or the main properties listing and selects a property card.**
- The user is redirected to the upgraded property details page with enhanced sections.
- All project details—media, configurations, offers, builder portfolio, payment plans, and additional modules—are fetched dynamically from the backend.

- The user browses through expanded sections such as highlights, gallery, amenities, pricing, payment plan, price trend chart, loan partners, and builder portfolio.
 - When the user selects “Request Call Back”, “Schedule Site Visit”, or “Download Brochure”, an enhanced lead form appears.
 - After filling the form, OTP verification is completed (if enabled), and the verified lead is saved to the backend along with campaign tracking details.
 - Brochure, floor plan, and documents become accessible and can also be sent automatically through WhatsApp.
 - The sales team receives the enriched lead instantly and begins follow-up through call, WhatsApp, or email.
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Landing Page or Main Listing Stage

1. User lands on a **campaign-specific landing page** or the main property listing.
 2. Landing page content changes dynamically based on **campaign type** (Facebook / Google / Instagram).
 3. User clicks *Know More*, *Download Brochure*, or *View Project* and reaches the property listing.
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Property Selection Stage

4. User selects a property card.
 5. User enters the **property details page**.
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Project Details Stage

6. Backend dynamically sends:
 - o All descriptions
 - o Media (images, videos)
 - o Configurations
 - o Builder portfolio
 - o Amenities
 - o Location details
 - o Payment & price plan

- Loan partner logos
 - Offers
7. User scrolls through:
- Highlights
 - Amenities
 - Gallery
 - Videos
 - Payment plan
 - Pricing & configurations
 - Location map & nearby places
 - Trend chart
 - Builder portfolio
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Assistance Stage

8. A chatbot or language switcher assists user during the journey.
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Lead Capture Stage

9. On selecting:
- Request Call Back
 - Schedule Site Visit
 - Download Brochure
 - Get Offer
- An enhanced lead form opens.

10. User enters:

- Name
- Phone
- Email

11. OTP verification is performed (if enabled).

12. After successful submission:

- Lead is stored in backend along with:
 - Campaign ID
 - Landing page ID
 - Timestamp
 - Device type
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Post-Lead Stage

13. Brochure download unlocks & is optionally sent via WhatsApp along with:

- Floor plan
- Price sheet
- Payment plan

14. User explores advanced features:

- Configuration comparison
- Price trend chart
- Builder portfolio
- Loan partner carousel

Offer & WhatsApp Interaction

15. Dynamic offer section displays promotions.

16. WhatsApp CTA allows:

- Send brochure
 - Send exact project location
 - Chat with sales team
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