

PROJECT REPORT
ON
Property Management Application
Using Salesforce - (DEV)

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1. INTRODUCTION

1.1. Overview

The Property Management Salesforce Lightning App is a powerful solution designed to simplify the property buying process for buyers while providing valuable tools for marketing and sales teams. Buyers can input their preferences and receive detailed property information along with potential discounts based on their interests. The app also features a loan calculator to estimate eligible loan amounts. With secure user profiles for marketing and sales teams, automated workflows, and insightful reports and dashboards, the app streamlines operations, enhances buyer experience, and drives data-driven decision making for better outcomes in the property management domain.

1.2. Purpose

The purpose of the Property Management Salesforce Lightning App is to provide a comprehensive and efficient solution for property buyers, marketing, and sales teams. The app aims to streamline the property buying process, match buyers with suitable properties and relevant discounts, estimate loan eligibility, and offer secure access to data for marketing and sales teams. Additionally, the app provides valuable insights through reports and dashboards, enabling data-driven decision-making and enhancing overall efficiency in the property management domain.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1. Problem Definition:

The property management industry faces several challenges, including inefficiencies in the property buying process, difficulty in matching buyers with suitable properties, and lack of personalized offers for potential buyers. Additionally, there might be a lack of streamlined loan estimation processes for buyers, and a need for secure data access for marketing and sales teams. These challenges can lead to a less satisfactory experience for buyers, decreased efficiency for marketing and sales teams, and hindered decision-making for management.

2.2.Design Thinking Approach:

Design Thinking is a human-centric problem-solving approach that focuses on understanding users' needs and creating innovative solutions to address their pain points. In the context of the Property Management Salesforce Lightning App, the Design Thinking approach would involve the following steps:

2.3.Empathize:

Conduct interviews and gather feedback from property buyers, marketing, and sales teams to understand their challenges, pain points, and expectations. Use techniques like user surveys and observation to gain insights into their behaviors and preferences.

2.4.Define:

Clearly define the problem areas based on the insights gathered during the Empathize phase. Identify the core needs and requirements of buyers, marketing, and sales teams to drive the app's development.

2.5.Ideate:

Organize brainstorming sessions with a diverse group of stakeholders to generate creative ideas and potential solutions. Encourage out-of-the-box thinking to explore innovative features and functionalities.

2.6.Prototype:

Develop quick and low-fidelity prototypes of the app to visualize the user interface and interactions. Gather feedback from users and stakeholders on the prototypes to refine the design.

2.7.Test:

Conduct usability tests with representative users to evaluate the app's functionality and user experience. Identify any usability issues or areas of improvement and iterate on the design accordingly.

2.8.Implement:

Based on the feedback and insights from the testing phase, begin the development of the Property Management Salesforce Lightning App. Implement the key features, data model, automation, and security settings as per the Design Thinking process.

2.9.Evaluate:

Continuously gather feedback from users after the app's implementation and deployment. Assess the app's performance in terms of meeting the defined objectives and user satisfaction.

3. RESULT

3.1.Data-model:

a) Lead

The screenshot shows the Salesforce Object Manager interface for the 'Lead' object. The left sidebar lists various setup options like Page Layouts, Lightning Record Pages, and Field Sets. The main area is titled 'Fields & Relationships' and displays four items, sorted by Field Label. The table columns are FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Customer Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		✓
Owner	OwnerId	Lookup(User,Group)		✓

b) Enquiry

The screenshot shows the Salesforce Object Manager interface for the 'Enquiry' object. The left sidebar lists various setup options. The main area is titled 'Fields & Relationships' and displays ten items, sorted by Field Label. The table columns are FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Picklist	State	
Created By	CreatedById	Lookup(User)		
Customer Name	Name	Text(80)		✓
Email	Email__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Lead Number	Lead_Number__c	Auto Number		
Lead Type	Lead_Type__c	Picklist		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		
State	State__c	Picklist		

c) Property

Fields & Relationships

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Picklist	State	
Commercial	Commerce__c	Picklist	Property Type	
Create Property Type	Create_Property_Type__c	Picklist		
Created By	CreatedById	Lookup(User)		
Customer name	Customer_Name__c	Lookup(Enquiry)		✓
Discount	Discount__c	Percent(18, 0)		
Industrial	Industrial__c	Picklist	Property Type	
Last Modified By	LastModifiedById	Lookup(User)		
Loan Amount	Loan_Amount__c	Currency(18, 0)		
Owner	OwnerId	Lookup(User/Group)		✓
Price	Price__c	Number(18, 0)		
Property Name	Name	Text(50)		✓
Property Type	Property_Type__c	Picklist		
Record Type	RecordTypeId	Record Type		✓
Rental	Rental__c	Picklist	Property Type	
State	State__c	Picklist		

d) Loan

Fields & Relationships

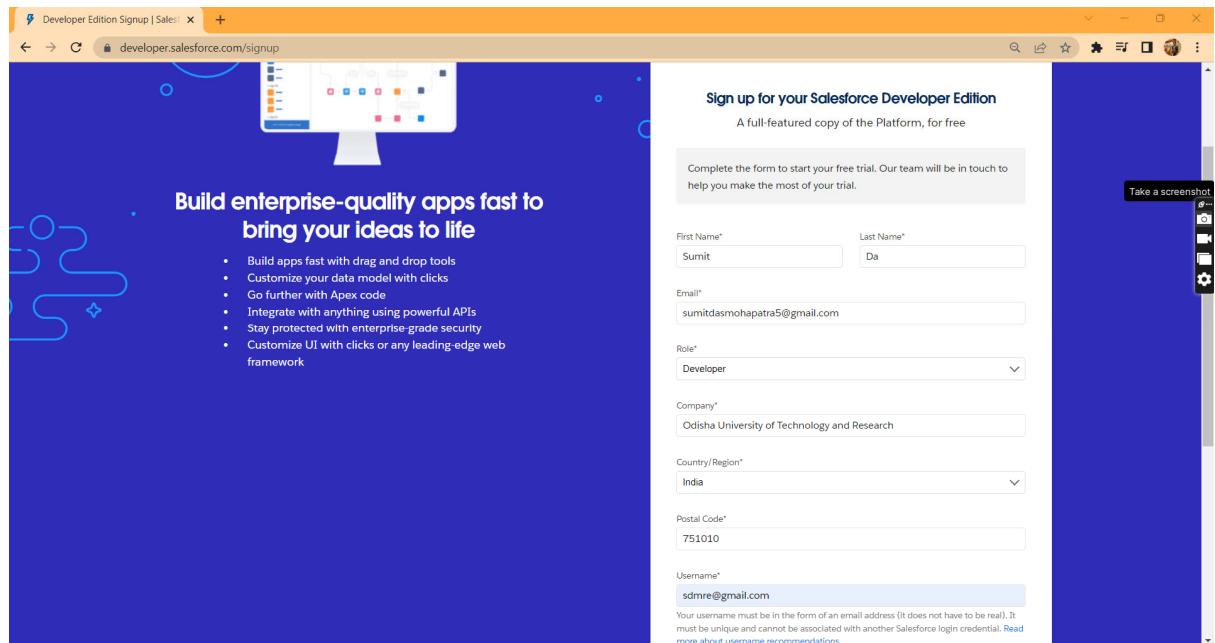
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Annual Loan	Annual_Loan__c	Number(18, 0)		
Created By	CreatedById	Lookup(User)		
Customer name	Customer_name__c	Lookup(Enquiry)		✓
Due date for Loan Payment	Due_date_for_Loan_Payment__c	Date/Time		
Interest Rate	Interest_Rate__c	Currency(18, 0)		
Last Modified By	LastModifiedById	Lookup(User)		
Loan Amount	Loan_Amount__c	Formula (Currency)		
Loan Id	Name	Auto Number		✓
Loan Repayment	Loan_Repayment__c	Number(18, 0)		
Owner	OwnerId	Lookup(User/Group)		✓
Property name	Property_name__c	Lookup(Property)		✓
Term	Term__c	Number(18, 0)		
Total Loan Installments	Total_Loan_Installments__c	Number(18, 0)		

3.2. Activity and Screenshot:

MILESTONE 1: Salesforce

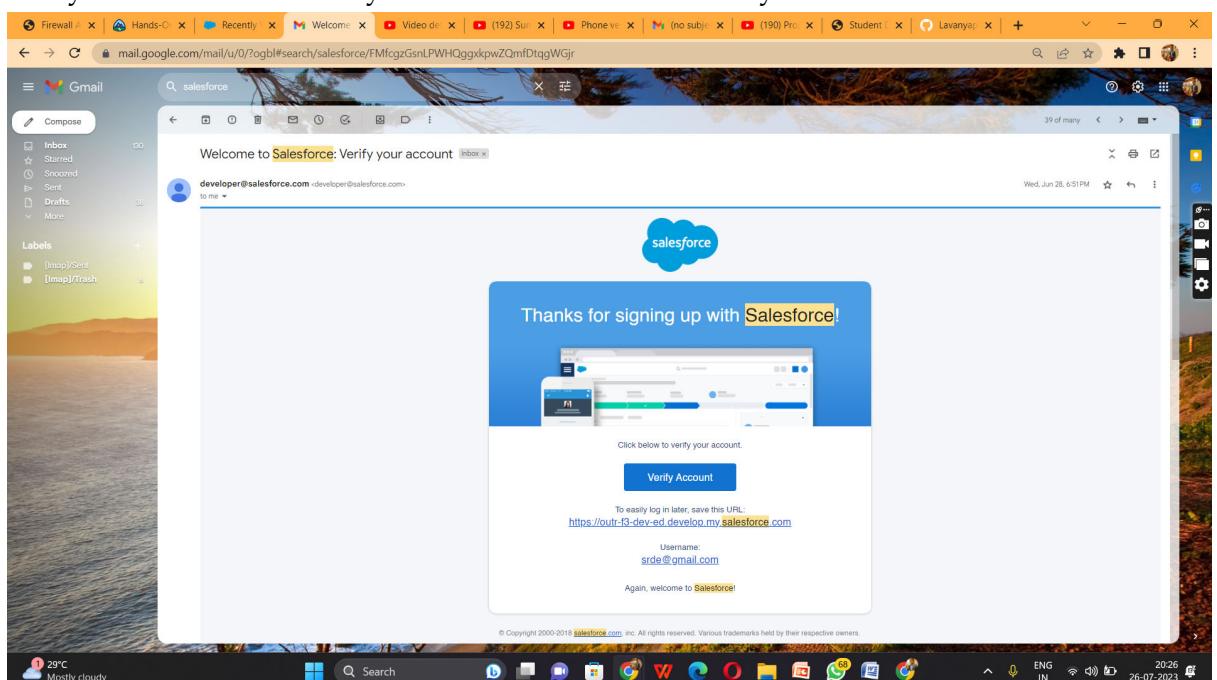
ACTIVITY 1: Creating Developer Account

Created Developer Account using the given Link present in the Developer Edition Link.



ACTIVITY 2: Account Activation

Go to the inbox of the email that you used while signing up. Click on the verify account to activate your account. The email may take 5-10 mins.



MILESTONE 2: Object

ACTIVITY 1: Create Object Lead

Created Object named Lead as displayed in below image.

The screenshot shows the Salesforce Setup interface with the 'Object Manager' selected. Under the 'Lead' object, the 'Fields & Relationships' tab is active. The table lists four fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Customer Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓

ACTIVITY 2: Create Object Property

Created Object named Property as displayed in below image.

The screenshot shows the Salesforce Setup interface with the 'Object Manager' selected. Under the 'Property' object, the 'Fields & Relationships' tab is active. The table lists 18 fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Picklist	State	
Commercial	Commercial__c	Picklist	Property_Type	
Create_Property_Type	Create_Property_Type__c	Picklist		
Created By	CreatedById	Lookup(User)		
Customer name	Customer_name__c	Lookup(Email)		
Discount	Discount__c	Percent(18, 0)		
Industrial	Industrial__c	Picklist	Property_Type	
Last Modified By	LastModifiedById	Lookup(User)		
Loan Amount	Loan_Amount__c	Currency(18, 0)		
Owner	Ownerid	Lookup(User/Group)		
Price	Price__c	Number(18, 0)		
Property Name	Name	Text(80)		
Property_Type	Property_Type__c	Picklist		
Record Type	RecordTypeId	Record Type		
Residential	Residential__c	Picklist	Property_Type	
State	State__c	Picklist		

ACTIVITY 3: Create Object Enquiry

Created Object named Enquiry as displayed in below image.

The screenshot shows the Salesforce Setup interface with the 'Object Manager' selected. Under the 'Enquiry' object, the 'Fields & Relationships' tab is active. The table lists the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Picklist	State	
Created By	CreatedById	Lookup(User)		
Customer Name	Name	Text(80)		✓
Email	Email__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Lead Number	Lead_Number__c	Auto Number		
Lead Type	Lead_Type__c	Picklist		
Owner	OwnerId	Lookup(User/Group)		✓
Phone	Phone__c	Phone		
State	State__c	Picklist		

ACTIVITY 4: Create Object Loan

Created Object named Loan as displayed in below image.

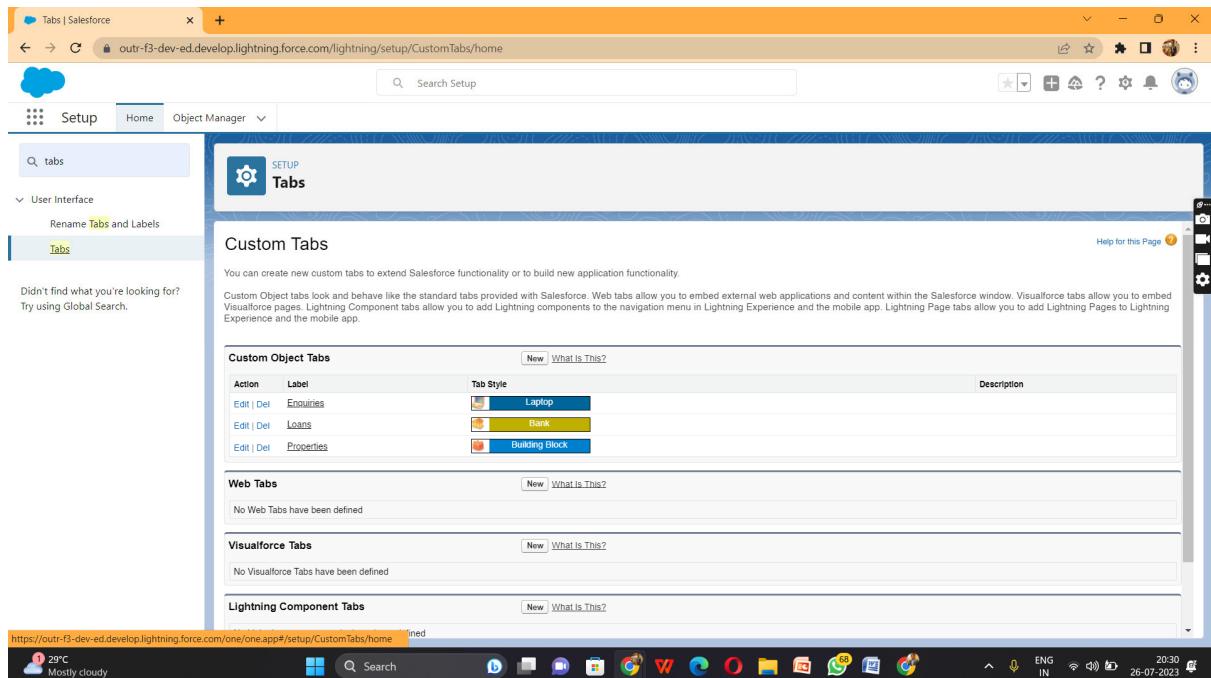
The screenshot shows the Salesforce Setup interface with the 'Object Manager' selected. Under the 'Loan' object, the 'Fields & Relationships' tab is active. The table lists the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Annual Loan	Annual_Loan__c	Number(18, 0)		
Created By	CreatedById	Lookup(User)		
Customer name	Customer_name__c	Lookup(Enquiry)		✓
Due date for Loan Payment	Due_date_for_Loan_Payment__c	Date/Time		
Interest Rate	Interest_Rate__c	Currency(18, 0)		
Last Modified By	LastModifiedById	Lookup(User)		
Loan Amount	Loan_Amount__c	Formula (Currency)		
Loan Id	Name	Auto Number		✓
Loan Repayment	Loan_Repayment__c	Number(18, 0)		
Owner	OwnerId	Lookup(User/Group)		✓
Property name	Property_name__c	Lookup(Property)		✓
Term	Term__c	Number(18, 0)		
Total Loan Installments	Total_Loan_Installments__c	Number(18, 0)		

MILESTONE 3: Tab

ACTIVITY 1: Create The Lightning Tab for Enquiry, Property and Loan

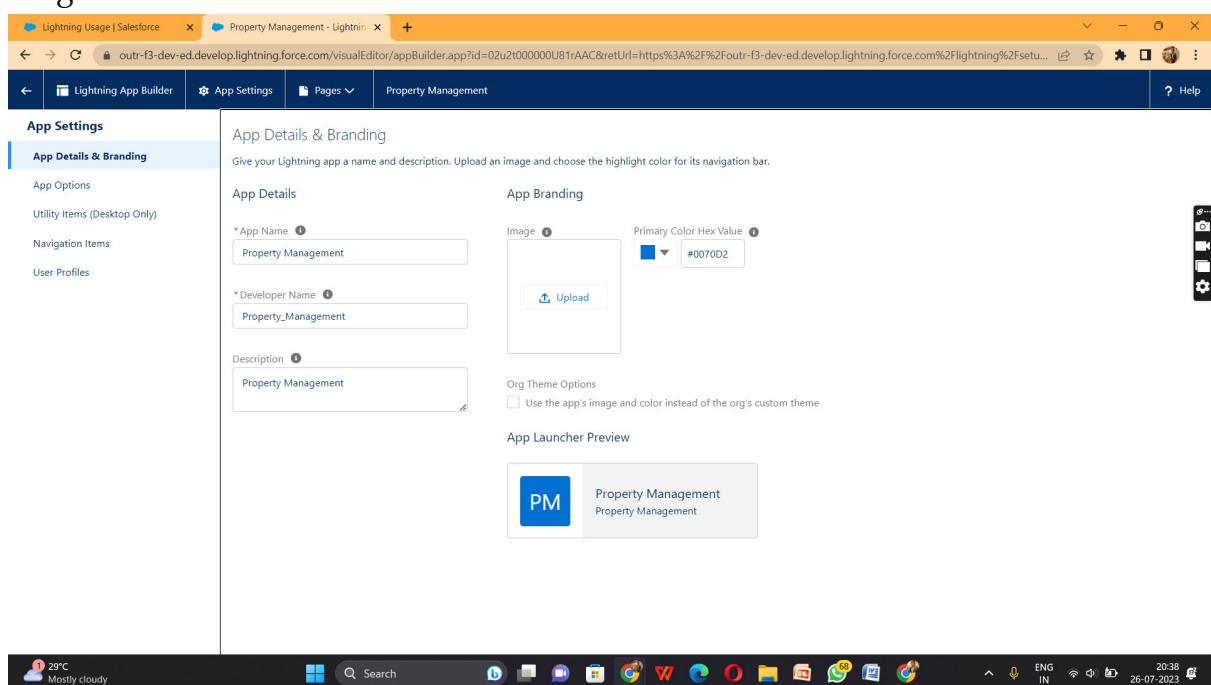
Created Lightning Tab named Enquiry, Property and Loan as displayed in below image.



MILESTONE 4: The Lightning App

ACTIVITY 1: Create the Lightning App

Created Lightning Tab named Property Management as displayed in below image.



MILESTONE 5: Fields

ACTIVITY 1: Create Page Layout For Property Object and Rent Page Layout

Created Page Layout for Property Object as Property Layout and also Rent Page Layout as displayed in below image.

PAGE LAYOUT NAME	CREATED BY	MODIFIED BY
Property Layout	Sumit Das Mohapatra, 30/06/2023, 9:59 am	Sumit Das Mohapatra, 18/07/2023, 6:14 pm
Rent	Sumit Das Mohapatra, 30/06/2023, 4:02 pm	Sumit Das Mohapatra, 18/07/2023, 6:14 pm

ACTIVITY 2: Create Record Type For Property Object

Created Record Type for Property Object as Buy and Rent as displayed in below image.

RECORD TYPE LABEL	DESCRIPTION	ACTIVE	MODIFIED BY
Rent		✓	Sumit Das Mohapatra, 18/07/2023, 6:14 pm

ACTIVITY 3: Assign Page Layout Assignment

Assigned Page Layout with record type for Property Layout and also Rent Page Layout as displayed in below image.

Record Types	Master	Rent
Analytics Cloud Integration User	Property Layout	Rent
Analytics Cloud Security User	Property Layout	Rent
Chatter External User	Property Layout	Rent
Chatter Free User	Property Layout	Rent
Chatter Moderator User	Property Layout	Rent
Contract Manager	Property Layout	Rent
Cross Org Data Proxy User	Property Layout	Rent
Custom: Marketing Profile	Property Layout	Rent
Custom: Sales Profile	Property Layout	Rent
Custom: Support Profile	Property Layout	Rent
Force.com - App Subscription User	Property Layout	Rent
Force.com - Free User	Property Layout	Rent
Gold Partner User	Property Layout	Rent
Identity User	Property Layout	Rent
Marketing Executive	Property Layout	Rent
Marketing Manager	Property Layout	Rent
Marketing User	Property Layout	Rent
Minimum Access - Salesforce	Property Layout	Rent
Partner App Subscription User	Property Layout	Rent
Partner Community Login User	Property Layout	Rent
Partner Community User	Property Layout	Rent
Read Only	Property Layout	Rent
Sales Executive	Property Layout	Rent
Salesforce API Only System Integrations	Property Layout	Rent
Sales Manager	Property Layout	Rent
Other Dermatologist	Property Layout	Rent

MILESTONE 6: Profile

ACTIVITY 1: Create A New Profile

Created new profile for the following and as displayed with images.

a) Marketing Executive profile

Standard Object Layouts	Global	Operating Hours
Email Application	Global Layout [View Assignment]	Operating Hours Layout [View Assignment]
Home Page Layout	Not Assigned [View Assignment]	Order Layout [View Assignment]
Account	Home Page Default [View Assignment]	Order Product Layout [View Assignment]
Alternative Payment Method	Account Layout [View Assignment]	Payment Layout [View Assignment]
Appointment Invitation	Alternative Payment Method Layout [View Assignment]	Payment Authorization Layout [View Assignment]
	Appointment Invitation Layout [View Assignment]	Payment Authorization Adjustment Layout [View Assignment]

b) Marketing Manager profile

The screenshot shows the Salesforce Setup interface with the 'Profiles' tab selected. A search bar at the top contains 'pro'. The main content area displays the 'Marketing Manager' profile. The profile detail section includes:

- Name: Marketing Manager
- User License: Salesforce Platform
- Description: (empty)
- Created By: Sumit Das Mohapatra (30/06/2023, 4:15 pm)
- Modified By: Sumit Das Mohapatra (18/07/2023, 6:14 pm)

The 'Page Layouts' section lists standard object layouts for various objects like Global, Email Application, Home Page Layout, Account, Alternative Payment Method, and Appointment Invitation.

c) Sales Executive profile

The screenshot shows the Salesforce Setup interface with the 'Profiles' tab selected. A search bar at the top contains 'pro'. The main content area displays the 'Sales executive' profile. The profile detail section includes:

- Name: Sales executive
- User License: Salesforce Platform
- Description: (empty)
- Created By: Sumit Das Mohapatra (30/06/2023, 4:19 pm)
- Modified By: Sumit Das Mohapatra (18/07/2023, 6:14 pm)

The 'Page Layouts' section lists standard object layouts for various objects like Global, Email Application, Home Page Layout, Account, Alternative Payment Method, and Appointment Invitation.

d) Sales Manager profile

The screenshot shows the Salesforce Setup interface with the following details:

- Page Title:** Profiles | Salesforce
- Profile Name:** Sales Manager
- Profile Detail:**
 - Name: Sales Manager
 - User License: Salesforce
 - Description: (empty)
 - Created By: Sumit Das Mohapatra (30/06/2023, 4:09 pm)
 - Modified By: Sumit Das Mohapatra (18/07/2023, 6:14 pm)
- Page Layouts:**

Object	Layout Type	Global	Object Milestone
Global Layout	Global	Global Layout [View Assignment]	Object Milestone Layout [View Assignment]
Not Assigned	Email Application	Not Assigned [View Assignment]	Operating Hours Layout [View Assignment]
DE Default	Home Page Layout	DE Default [View Assignment]	Opportunity Layout [View Assignment]
Account Layout	Account	Account Layout [View Assignment]	Opportunity Product Layout [View Assignment]
Alternative Payment Method Layout	Alternative Payment Method	Alternative Payment Method Layout [View Assignment]	Order Layout [View Assignment]
Appointment Invitation Layout	Appointment Invitation	Appointment Invitation Layout [View Assignment]	Order Product Layout [View Assignment]

MILESTONE 7: User

ACTIVITY 1: Create User

Created new user named Sunny as displayed in below image.

The screenshot shows the Salesforce Setup interface with the following details:

- Page Title:** Users | Salesforce
- User Detail:**
 - Name: Sunny Gupta
 - Alias: Sanj
 - Email: sumitdasmohapatra5@gmail.com [Verify]
 - Username: sunnygup@thesmarbridge.com
 - Nickname: Sunny
 - Title: (empty)
 - Company: (empty)
 - Department: (empty)
 - Division: Palasuni Rasiganj Bhubaneswar 751010 Odisha
 - Time Zone: (GMT+05:30) India Standard Time (Asia/Kolkata)
 - Locale: English (India)
 - Language: English
 - Delegated Approver: (empty)
 - Manager: (empty)
 - Receive Approval Request Emails: Only if I am an approver
- Role:** Sales Manager (Active)
- User License Profile:** Sales Manager
- Other Roles:** Marketing User, Offline User, Knowledge User, Flow User, Service Cloud User, Site.com Contributor User, Site.com Publisher User, WDC User, Mobile Push Registrations, Data.com User Type, Accessibility Mode (Classic Only), Debug Mode

MILESTONE 8: Permission Set

ACTIVITY 1: Create Permission Set

Created permission set with named Sales Rep Advance as displayed in below image.

The screenshot shows the Salesforce Setup interface under the 'Permission Sets' tab. A new permission set named 'Sales Rep Advance' has been created. The 'Permission Set Overview' section displays the API name as 'Sales_Rep_Advance' and the namespace prefix as 'Sumit_Das_Mohapatra'. The 'Apps' section lists various settings such as 'Assigned Apps', 'Assigned Connected Apps', 'Object Settings', 'App Permissions', 'Apex Class Access', 'Visualforce Page Access', and 'External Data Source Access'.

MILESTONE 9: Set Up For OWD

ACTIVITY 1: Create OWD Setting

Setup the OWD Setting as displayed in below image.

The screenshot shows the Salesforce Setup interface under the 'Sharing Settings' tab. The 'Sharing Rules' section is visible, showing a table of sharing rules for various objects like Web Cart Document, Work Order, etc. The 'Other Settings' section includes options for Manager Groups, Secure guest user record access, and Require permission to view record names in lookup fields. The 'Sharing Rules' section at the bottom indicates 'No sharing rules specified.'

MILESTONE 10: User Adoption

ACTIVITY 1: Create, View Record for Enquiry

Created and Viewed the record as displayed in below image.

The screenshot shows a Salesforce record for an Enquiry named 'Perez'. The 'Details' tab is selected. The record contains the following fields:

Customer Name	Owner
Perez	Sumit Das Mohapatra
Lead Number	
LN-0005	
Lead Type	
Buy	
State	
Rajasthan	
City	
Jaipur	
Email	perez@gmail.com
Phone	8999998888
Created By	Sumit Das Mohapatra, 26/07/2023, 2:59 pm
Last Modified By	Sumit Das Mohapatra, 26/07/2023, 2:59 pm

The browser window title is 'Perez | Enquiry | Salesforce'. The address bar shows the URL 'outr-f3-dev-ed.develop.lightning.force.com/lightning/r/Enquiry_c/a012t00000fnluvAAE/view'. The top navigation bar includes 'Enquiries', 'Properties', 'Loans', 'Reports', and 'Dashboards'. The bottom taskbar shows various application icons and the date '26-07-2023'.

MILESTONE 11: Report

ACTIVITY 1: Create Report

Created the report as displayed in below image.

The screenshot shows a Salesforce report titled 'Properties with Customer Report Details'. The report displays the following data:

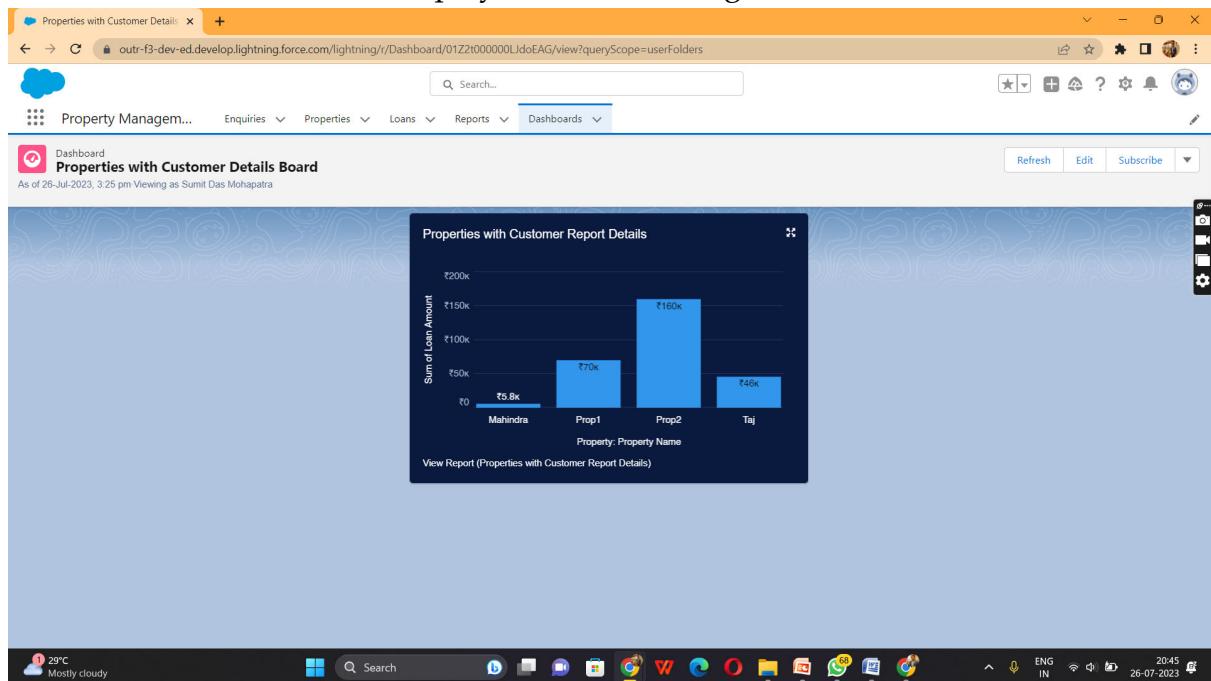
Total Records	Total Loan Amount
4	₹2,81,444
Property: Property Name	
Mahindra (1)	Sunny
Subtotal	₹5,777
Prop1 (1)	Perez
Subtotal	₹70,000
Prop2 (1)	Sanchez
Subtotal	₹1,60,000
Taj (1)	marry
Subtotal	₹45,667
Total (4)	₹2,81,444

The browser window title is 'Properties with Customer Report Details'. The address bar shows the URL 'outr-f3-dev-ed.develop.lightning.force.com/lightning/r/Report/0002t00000hBqbEAE/view?queryScope=userFolders'. The top navigation bar includes 'Enquiries', 'Properties', 'Loans', 'Reports', and 'Dashboards'. The bottom taskbar shows various application icons and the date '26-07-2023'.

MILESTONE 12: Dashboards

ACTIVITY 1: Create Dashboards

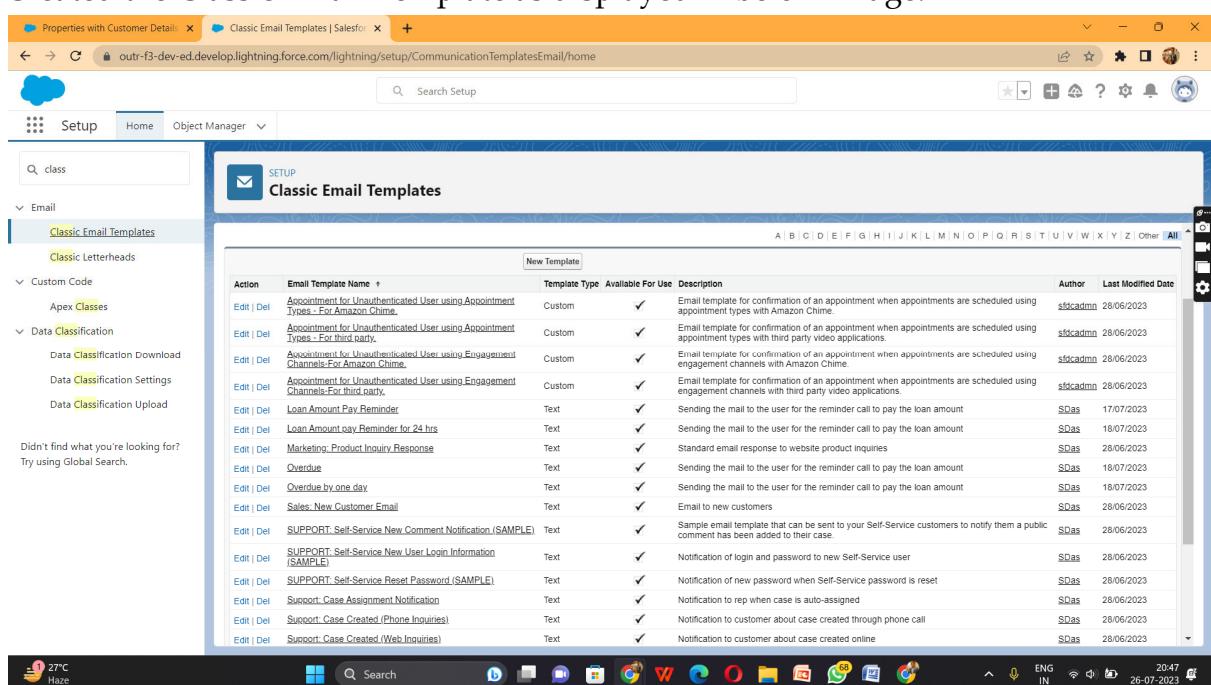
Created the Dashboards as displayed in below image.



MILESTONE 13: Flow Builder

ACTIVITY 1: Create Classic Email Template

Created the Classic Email Template as displayed in below image.



ACTIVITY 2: Create the Email Alerts

Created the Email Alerts as displayed in below image.

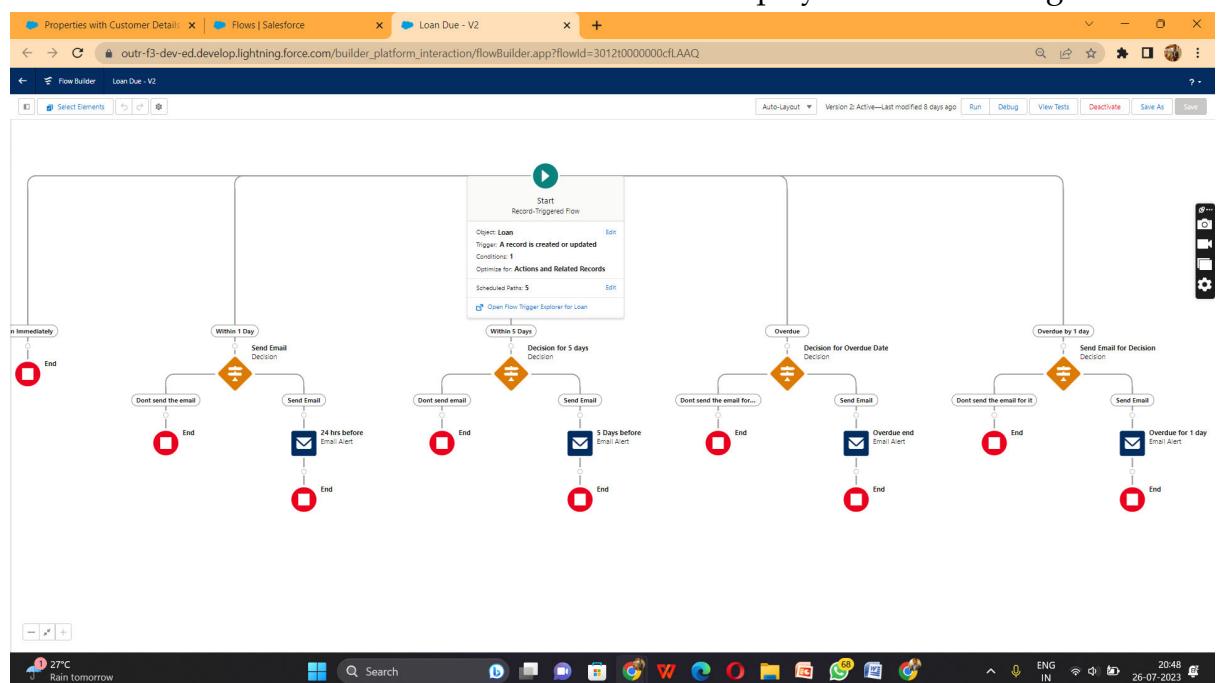
The screenshot shows the Salesforce Setup interface with the 'Email Alerts' page selected. The left sidebar includes sections like Outlook Integration and Sync, Feature Settings, Chatter, Service, Email-to-Case, Process Automation, Workflow Actions, Custom Code, Email Services, Environments, Logs, Email Log Files, Monitoring, and Email Snapshots. The main area displays a table of existing Email Alerts:

Action	Description	Email Template Name	Object	Last Modified Date
Edit Del	Email For the 24 hrs before	Loan Amount Pay_Reminder for 24 hrs	Loan	18/07/2023
Edit Del	Email For the Overdue Payment	Overdue	Loan	18/07/2023
Edit Del	Email For the Payment	Loan Amount Pay_Reminder	Loan	18/07/2023
Edit Del	Email For the Payment Overdue	Overdue by one day	Loan	18/07/2023

At the bottom of the page, there is a note: "Didn't find what you're looking for? Try using Global Search." The system status bar at the bottom indicates it's 27°C, Rain tomorrow, and the date is 26-07-2023.

ACTIVITY 3: Create Flows

Created the Flow with decision and email alert as displayed in below image.



MILESTONE 14: Apex Triggers

ACTIVITY 1: Create Trigger

Created the two files of Apex Class and Apex Triggers as displayed in below image.

The screenshot shows the Salesforce Developer Console interface with two code editor windows side-by-side.

propClass.apex:

```
1 public class propClass {  
2     public static void propMethod(List<Property__c> propVar){  
3         for(Property__c prop:propVar){  
4             if (prop.Create_Property_Type__c== 'Residential'){  
5                 prop.Commercial__c='Shop';  
6             }else{  
7                 |  
8             }  
9         }  
10    }  
11 }
```

propTrigger.apex:

```
1 trigger propTrigger on Property__c (before update) {  
2     if(trigger.isUpdate){  
3         if(trigger.isBefore){  
4             propClass.propMethod(trigger.new);  
5         }  
6     }  
7 }
```

4. TRAILHEAD PROFILE PUBLIC URL

My trailhead profile public url is:

<https://www.salesforce.com/trailblazer/sumitdm7>

5. ADVANTAGES AND DISADVANTAGES:

- The advantages of the Property Management Salesforce Lightning App:
 1. **Streamlined Property Buying Process:** The app simplifies the property buying process for buyers by allowing them to input their requirements and receive relevant property details and discounts. This streamlines the search for properties that match their preferences, saving time and effort.
 2. **Personalized Offers and Discounts:** With the app's ability to calculate discounts based on various factors, buyers receive personalized offers tailored to their specific needs and history with the company. This enhances the buying experience and increases the chances of closing deals.
 3. **Efficient Loan Estimation:** The integrated loan calculator helps buyers estimate their eligible loan amount quickly and accurately. This empowers them to make informed decisions based on their financial capabilities, increasing confidence in the buying process.
 4. **Improved Marketing and Sales Efforts:** Marketing and sales teams can access real-time data and insights through the app. This enables them to target their efforts more effectively, nurture leads, and close deals more efficiently.
 5. **Enhanced Data Security:** The app provides different security settings for marketing and sales teams, ensuring that sensitive data is accessible only to authorized personnel. This enhances data security and compliance with privacy regulations.
- The disadvantages of the Property Management Salesforce Lightning App:
 1. **Initial Development Cost:** Building a comprehensive Salesforce Lightning app with all the desired features can require significant upfront development costs. This includes hiring skilled developers and investing in customization and integration efforts.
 2. **Complexity and Learning Curve:** The complexity of Salesforce development and customization may result in a steep learning curve for developers and administrators. It could take time for the team to fully understand and utilize the platform's capabilities effectively.
 3. **Data Migration Challenges:** If the app requires integration with existing systems, data migration and synchronization challenges may arise. Ensuring seamless data transfer and maintaining data integrity during the migration process can be complex.

4. **Integration Dependencies:** Integrating the app with external systems or APIs may introduce dependencies and potential issues if those external systems undergo changes or face downtime.
5. **User Adoption:** Introducing a new app to buyers, marketing, and sales teams may face resistance or challenges in user adoption. Training and support are essential to ensure that all users embrace and effectively use the app.

6. APPLICATION

- The applications of the Property Management Salesforce Lightning App:
 1. **Real Estate Agencies:** Real estate agencies can use the app to manage property listings, match potential buyers with suitable properties, calculate discounts, and estimate loan eligibility. The app streamlines the entire property buying process and enhances customer satisfaction.
 2. **Property Developers:** Property developers can utilize the app to manage their property inventory, track buyer requirements, and offer personalized discounts to potential buyers. The app helps developers streamline their sales processes and gain valuable insights into buyer preferences.
 3. **Mortgage Lenders:** Mortgage lenders can leverage the app's loan calculator functionality to estimate loan amounts for potential buyers based on their financial information. This helps lenders provide quick and accurate loan estimates to buyers, increasing transparency and trust.
 4. **Property Investment Companies:** Companies involved in property investments can use the app to analyze market trends, track potential buyers, and manage their property portfolio efficiently. The app's reporting and dashboard features provide valuable insights for informed investment decisions.
 5. **Real Estate Agents:** Individual real estate agents can utilize the app to manage their client interactions, track buyer preferences, and match them with suitable properties. The app helps agents stay organized and deliver personalized services to their clients.

7. CONCLUSION

In conclusion, the Property Management Salesforce Lightning App is a powerful and versatile solution that revolutionizes the property buying process and enhances efficiency in the real estate and property management industry. By leveraging the app's features, such as streamlined property matching, personalized discounts, and efficient loan estimation, buyers experience a more satisfying and personalized journey. Marketing and sales teams benefit from real-time data insights, enabling them to optimize their efforts and close deals more effectively. The app's security measures safeguard sensitive information while providing distinct user profiles for marketing and sales teams. Through the app's reporting and dashboard capabilities, management gains valuable insights, enabling data-driven decision-making for improved business strategies. Overall, the Property Management Salesforce Lightning App is an innovative tool that drives growth, enhances customer experiences, and provides a competitive advantage in the dynamic and competitive property market.

8. FUTURE SCOPE

- The Future Scopes of the Property Management Salesforce Lightning App:
 1. **Enhanced AI Integration:** The app's future development could include advanced artificial intelligence (AI) integration to analyze buyer preferences, property trends, and market data. AI-driven recommendations can further personalize property suggestions and optimize discounts based on real-time data.
 2. **Blockchain Integration:** Blockchain technology can be integrated into the app to enhance data security and transparency, allowing for tamper-proof records of property transactions, contracts, and financial data.
 3. **Augmented Reality (AR) and Virtual Reality (VR) Integration:** Implementing AR and VR capabilities in the app can enable virtual property tours, giving buyers an immersive experience of properties without physical visits. This can revolutionize the property buying experience.
 4. **IoT for Smart Property Management:** The app can incorporate Internet of Things (IoT) devices for smart property management, enabling remote monitoring and control of property features such as security systems, lighting, and climate control.
 5. **Predictive Analytics:** By leveraging predictive analytics, the app can forecast market trends, buyer behavior, and property demands, helping property developers and sellers make data-driven decisions.