

PROJECT QUOTATION

Real Estate Property Portal Development

Prepared By:

Algotwist

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Date of Issue: October 29, 2025

Quotation Reference: ALG/RE/2025/001

Valid Until: November 8, 2025 (10 business days)

1. EXECUTIVE SUMMARY

Algotwist is pleased to present this comprehensive proposal for the design and development of a sophisticated **Real Estate Property Portal** tailored for the Indian market. This platform will serve as a complete digital ecosystem connecting property buyers, sellers, and real estate agents through an intuitive, feature-rich interface.

Our solution delivers a modern, secure, and scalable platform with advanced search capabilities, comprehensive property management tools, and SEO-optimized architecture designed to drive organic traffic and conversions.

2. PROJECT SCOPE & DELIVERABLES

2.1 Website Architecture

Public-Facing Pages

Home Page

- Dynamic hero section with intelligent property search
- Featured property carousel with auto-rotation

- Latest listings grid with real-time updates
- Strategic call-to-action placements
- Client testimonials and trust indicators
- Partner/builder showcase section
- Newsletter subscription with lead capture
- Key metrics counter (properties listed, satisfied clients, etc.)

Property Listings Page

- Advanced multi-parameter search and filtering system
 - Location (City, Locality, Sub-locality)
 - Property type (Residential, Commercial, Agricultural)
 - Price range with custom slider
 - Bedrooms, bathrooms, and square footage
 - Amenities and special features
 - Furnishing status and age of property
- Grid and list view toggle
- Interactive map view with cluster markers (Google Maps API)
- Smart sorting (Newest, Price: Low to High, Relevance, Popular)
- Save search functionality
- Results counter and pagination

Property Details Page

- High-resolution image gallery with lightbox
- Virtual tour integration (360° view support)
- Comprehensive property specifications table
- Key highlights with icon indicators
- Detailed amenity checklist
- Interactive location map with nearby facilities
 - Schools, hospitals, transport, shopping centers
- Agent/owner profile card with verification badge
- Multi-channel contact options (Form, WhatsApp, Phone)
- Social sharing functionality
- Mortgage calculator widget
- Similar properties recommendation engine
- Report listing option

About Us

- Company history and mission statement
- Leadership team profiles with credentials
- Core values and service differentiation
- Awards and certifications
- Service area coverage map

Contact Us

- Intelligent contact form with validation
- Office location with embedded Google Map
- Multiple contact channels
- Business hours display
- FAQ section

User Authentication

- Secure registration for buyers, sellers, and agents
- Email verification with OTP
- Social login integration (Google, Facebook)
- Password recovery system
- Terms of service and privacy policy links

Blog/Resources (Optional)

- Real estate market insights and trends
 - Property buying/selling guides
 - Legal and documentation tips
 - Investment advice articles
 - SEO-optimized content structure
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User Dashboard (Authenticated Users)

Dashboard Home

- Activity overview and quick stats
- Saved searches with alert notifications
- Recently viewed properties
- Recommended properties based on preferences
- Quick action buttons

My Profile

- Personal information management
- Profile photo upload
- Contact preferences
- Email notification settings
- Password change functionality

My Listings (For Agents/Owners)

- Add new property with step-by-step wizard
- Edit existing listings
- Status tracking (Active, Pending, Sold, Rented)
- Performance analytics per property
- Bulk upload capability
- Listing expiry management

Enquiries Received

- Centralized enquiry inbox
- Filter by property, date, and status
- Lead quality indicators
- Response tracking
- Export to CSV functionality

Saved Properties

- Wishlist management
- Comparison tool
- Custom notes for each property
- Share wishlist via link

Notifications Center

- New enquiry alerts
- Price drop notifications
- New matching properties
- System announcements

Administrative Control Panel

Dashboard Overview

- Real-time analytics and KPIs
- Total properties (Active, Pending, Expired)
- User statistics (Buyers, Sellers, Agents)
- Monthly registration trends
- Enquiry conversion metrics
- Revenue tracking (if applicable)

Property Management

- Approve/reject new listings with reasons
- Edit property details and images

- Feature property promotion system
- Bulk status updates
- Property verification workflow
- Expired listing notifications

User Management

- Complete user database with search
- Role assignment (Admin, Agent, User, Moderator)
- Account activation/deactivation
- User activity logs
- Agent verification process
- Ban/suspend functionality

Agent Directory

- Agent performance leaderboard
- Commission tracking (if applicable)
- Verification badge management
- Featured agent promotion

Content Management

- Homepage banner management (upload/schedule/remove)
- Testimonial moderation
- Featured property selection
- Blog post publishing
- Static page editor

Category & Taxonomy

- Property types management
- Location hierarchy (State > City > Locality)
- Amenity master list
- Custom tag creation

Analytics & Reports

- User behavior analytics
- Property view statistics
- Search trend analysis
- Enquiry source tracking
- Conversion funnel reports
- Custom date range reporting
- Export to PDF/Excel

System Settings

- Site configuration
 - Email template customization
 - SEO meta tags management
 - API key management
 - Backup scheduling
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2.2 Core Functionality

Frontend Capabilities

- Intelligent property search with auto-suggestions
- Advanced filtering with real-time results
- Interactive map-based property discovery
- Side-by-side property comparison (up to 4 properties)
- Multi-language support (English and Hindi with easy expansion)
- Progressive image loading for optimal performance
- Infinite scroll with "Load More" option
- Breadcrumb navigation for better UX
- Mobile-first responsive design
- Touch-optimized interface for tablets
- WhatsApp Click-to-Chat integration
- Email enquiry with auto-response
- Print-friendly property details
- Cookie consent management
- GDPR-compliant data handling

Backend Architecture

- Secure JWT-based authentication
- Role-based access control (RBAC)
- RESTful API architecture
- Data validation and sanitization
- XSS and SQL injection protection
- Rate limiting for API security
- Automated email notifications
- SMS gateway integration (optional)
- Activity logging and audit trails
- Automated database backups
- Image optimization and CDN integration
- Caching mechanism for faster load times
- Error tracking and monitoring

Technical Infrastructure

- **Frontend:** React.js with TypeScript (latest stable version)
 - **Backend:** Node.js with Express.js framework
 - **Database:** MongoDB with Mongoose ODM
 - **Authentication:** JWT with refresh token mechanism
 - **File Storage:** AWS S3 or Cloudinary (client's choice)
 - **Email Service:** SMTP integration (SendGrid/AWS SES compatible)
 - **Maps:** Google Maps JavaScript API
 - **Security:** SSL/TLS encryption, CORS configuration
 - **Performance:** Redis caching, code splitting, lazy loading
 - **Version Control:** Git with structured branching strategy
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2.3 Additional Services Included

Design & Branding

- Custom logo design (3 unique concepts with 2 revision rounds)
- Brand color palette development
- Typography guidelines
- Icon set design (custom property type icons)
- UI/UX wireframes and mockups
- Responsive design layouts for mobile, tablet, and desktop

Post-Launch Support

- 6 months technical support (bug fixes and minor updates)
- Monthly security patches
- Performance monitoring
- Content update assistance (first 3 months)

Training & Documentation

- Comprehensive admin panel training (2 sessions)
 - Video tutorial series
 - User manual (PDF)
 - API documentation
 - Content management guidelines
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3. PROJECT METHODOLOGY & TIMELINE

Phase 1: Discovery & Design (Weeks 1-3)

- Requirement gathering workshops
- Competitor analysis
- Information architecture development
- Wireframe creation
- UI/UX design (Home, Listing, Details, Dashboard)
- Design approval and revisions
- Brand identity finalization

Deliverable: Approved design mockups and brand assets

Phase 2: Development Sprint (Weeks 4-9)

- Frontend development
- Backend API development
- Database schema implementation
- Admin panel development
- User dashboard creation
- Third-party integrations
- Internal testing and bug fixes

Deliverable: Fully functional staging environment

Phase 3: Testing & Quality Assurance (Weeks 10-11)

- Cross-browser compatibility testing
- Mobile responsiveness verification
- Security audit
- Performance optimization
- Load testing
- User acceptance testing (UAT)
- Bug fixing and refinements

Deliverable: Production-ready application

Phase 4: Deployment & Handover (Week 12)

- Production environment setup
- Database migration
- DNS configuration and SSL setup
- Final testing on live server
- Admin training sessions
- Documentation handover
- Go-live support

Deliverable: Live website with complete documentation

Total Project Duration: 12 weeks (approximately 3 months)

Timeline may vary based on client feedback turnaround and content availability

4. INVESTMENT BREAKDOWN

Item	Details	Amount (INR)
Website Design & Development	Complete portal as per scope	₹90,000
Admin Panel & User Dashboards	Full-featured control panel	Included
Logo & Brand Identity Design	3 concepts + 2 revision rounds	ncluded
Database Architecture & Setup	Optimized schema design	Included
Google Maps API Integration	Property mapping and location search	Included
Basic SEO Setup	Meta tags, sitemap, robots.txt	Included
6 Month Technical Support	Bug fixes and minor updates	Included
Training & Documentation	Admin training + user manuals	Included
Subtotal		₹90,000

External Costs (To be borne by client)

- Domain registration
- Web hosting/cloud server
- SSL certificate
- Google Maps API usage
- SMS gateway (if required)
- Professional email hosting

5. PAYMENT SCHEDULE

Milestone	Deliverable	Percentage
Project Initiation	Contract signing + requirement doc	10%
Design Approval	Approved UI/UX designs	20%
Development Completion (Backend + Frontend)	Staging environment ready	40%
Final Deployment & Go-Live	Live website + training + documentation	30%

Payment Method: Bank transfer/UPI/Cheque

Account Details: Will be provided upon project confirmation

6. TERMS & CONDITIONS

6.1 Project Execution

1. Project commences within 2 business days of advance payment receipt
2. Client must provide all required content, credentials, and approvals within agreed timelines
3. Delays in client feedback may result in proportionate timeline extension
4. All communications will be documented via email for reference

6.2 Scope Management

5. The quoted price covers features explicitly mentioned in Section 2
6. Any additional features, integrations, or scope changes will be quoted separately
7. Minor UI adjustments during development are included; major redesigns will be charged
8. Two rounds of revisions are included per development phase

6.3 Third-Party Services

9. Client is responsible for all third-party service costs (hosting, APIs, domains, SMS gateways etc.)
10. Algotwist will provide guidance and setup assistance for all integrations
11. API limits and usage costs are the client's responsibility
12. Client must maintain active subscriptions for smooth website operation

6.4 Intellectual Property

- 13. Upon full payment, complete source code ownership transfers to the client
- 14. Algotwist retains the right to showcase this project in its portfolio
- 15. Client owns all custom design assets and branding materials
- 16. Generic components and frameworks remain under their respective licenses

6.5 Support & Maintenance

- 17. 6-month support covers bug fixes and minor updates (not feature additions)
- 18. Support requests must be submitted via email with detailed descriptions
- 19. Response time: 24-48 hours for non-critical issues
- 20. Critical security issues will be addressed within 4 hours
- 21. After 6 months, Annual Maintenance Contract (AMC) available at 15% of project cost

6.6 Warranties & Limitations

- 22. Website is guaranteed to function as per agreed specifications
- 23. Algotwist is not liable for data loss due to client's hosting issues
- 24. Client is responsible for content legality and copyright compliance
- 25. Performance depends on hosting quality and third-party service uptime

6.7 Payment Terms

- 26. All payments are non-refundable after milestone approval
- 27. Payment delays beyond 7 days will pause project work
- 28. Final delivery requires 100% payment clearance
- 29. Invoices will be provided for each milestone payment

6.8 Confidentiality

- 30. Both parties agree to maintain confidentiality of proprietary information
- 31. Project details will not be shared with competitors
- 32. Client data will be handled as per privacy regulations

7. NEXT STEPS

To proceed with this exciting project, please:

- 1. **Review & Approve** this quotation
- 2. **Sign & Return** the acceptance section below
- 3. **Transfer Initial Payment** of ₹9,000 (10% advance)

4. **Share Initial Content** (company details, sample property data, logo if existing)

Upon receiving confirmation, our team will schedule a kickoff meeting within 48 hours to finalize project requirements and initiate the design phase.

8. CLIENT ACCEPTANCE

I hereby accept the terms outlined in this quotation and authorize Algotwist to proceed with the Real Estate Property Portal development project.

Client Name: _____

Signature: _____

Date: _____

Company Stamp: (if applicable)

9. CONTACT INFORMATION

For Project Queries:

Algotwist Development Team

Email: info.algotwist@gmail.com

Phone: +91 7388480128 | +91 9082178097

Office Address:

Vashi, Navi Mumbai

Maharashtra, India

Business Hours:

Monday - Saturday: 10:00 AM - 7:00 PM

Sunday: Closed (Email support available)

This quotation is valid for 10 business days from the date of issue. Prices are subject to change after the validity period. All rights reserved © 2025 Algotwist

