

1. INTRODUCTION

Dream House Properties & Real Estate (Key To Your Dream House) has a well-deserved reputation for exemplary level of service and results, gained through a commitment to the Oinhighest professional standards.

Dream House Properties & Real Estate (Key To Your Dream House) has been in the Real Estate Consulting business for several numbers of years.

Respected by our clients and competitors alike, we have grown to become one of the most admired full-service real estate company.

At Dream House Properties & Real Estate (Key To Your Dream House), uncompromising excellence is our standard.

We provide the best support and most productive working environments necessary to offer you first-class service.

Our representatives compare a team oh highly skilled and experienced professionals, dedicated to providing the highest calibre of service to our clients.

As seasoned negotiators, we are committed to representing your best interest at all times. As a niche realty boutique, we are able to conduct business in many location of Mumbai and provide specialized representation for every type of real estate transactions

Overview

1.1 Let's explore how the industry works and what the major jobs and careers are. The real estate industry can be divided into several different areas:

Development

Sales and marketing

Brokerage

Property management

Lending

Professional services (law, accounting, etc.)

Let's look at each of these six areas of the industry in more detail.

Real Estate Industry

#1 *Development*

Real estate development is a process that involves the purchase of raw land, rezoning, construction and renovation of buildings, and sale or lease of the finished product to end users. Developers earn a profit by adding value to the land (creating buildings or improvements, rezoning, etc.) and taking the risk of financing a project. Development firms create a new product, which can be thought of as the “primary market” or generation of new inventory.

#2 *Sales and marketing*

Sales and marketing firms work with developers to sell the buildings and units they create. These firms earn a commission for creating all marketing material and using their sales agents to sell the inventory of completed units. These firms typically focus on new units.

#3 *Brokerage*

A real estate brokerage is a firm that employs a team of real state agents (realtors) who help facilitate a

transaction between the buyers and sellers of property. Their job is to represent either party and help them achieve a purchase or sale with the best possible terms.

#4 *Property management*

Property management firms help real estate owners rent out the units in their buildings. Their jobs include collecting rent, showing units, fixing deficiencies, performing repairs, and managing tenants. They charge a fee, typically a percentage of the rent, to property owners.

#5 *Real estate lending*

Lenders play a major role in the industry as virtually all properties and developments use leverage (debt) to finance their business. Lenders can include banks, credit unions, private lenders, and government institutions.

#6 *Professional services*

There are a variety of real estate professionals who work in the industry and help make it function. The most common examples (other than the ones listed above) are accountants, lawyers, interior designers, stagers, general contractors, construction workers, and tradespeople.

1.2 PURPOSE

purpose real estate is a type of property that has a specific use. As a business owner, much of the value of your company can be tied up in this piece of real estate. That's because the piece of real estate is unique, and you need it to conduct your day-to-day business operations. There's a good chance that the real estate was custom-built with a specific use in mind.

Having said that, your business is just as critical to the property. If your business were to cease operation, it would be difficult to repurpose the real estate for any other use. There may be other companies that express interest in the property, but they would have a very specific niche. These types of buyers don't grow on trees. The real estate has a single purpose, and much of its property value is based on a business operating in the space.

So how do you know if you have a special use property? One way is to determine whether you could just up and move your business. If you only have office space, you could move any time you wanted. However, you can't just move the business if you have special purpose real estate. You also can't easily convert the piece of property into something else if the business shuts down.

Examples of special use property types include:

Car washes

Funeral homes

Gas stations

Amusement parks

Self-storage facilities

Senior living facilities, such as nursing homes or assisted-living facilities

Bowling alleys

Movie theaters

Restaurants

Golf courses

Hotels

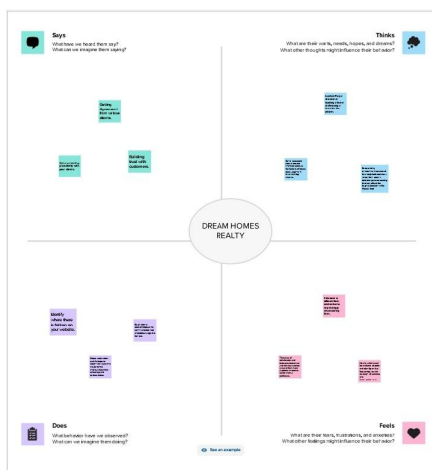
The examples listed above are quite different from what most small business owners are used to. Most small businesses are located in a more commoditized piece of real estate, like retail buildings, industrial

buildings, or general office buildings. They could be easily relocated to another similar piece of real estate if necessary. In fact, many businesses do relocate. Perhaps they need more space or would benefit from having a better location (i.e., more drive-by traffic, more foot traffic, closer to a major interstate, closer to a major supplier).

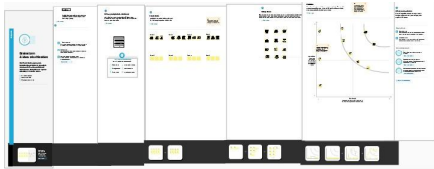
These options don't exist with special purpose entities. Because the property has limited use, relocation is not as easy as signing a new lease, or selling the existing location and buying another. This, in turn, can impact the business and its value.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP:



2.2 IDEATION & BRAINSTORMING MAP:



3.RESULT

The taking after functionalities made a difference us within the victory of the project:

Profit & loss

Dream Homes Realty
Profit and Loss
Basis: Accrual
From 01/04/2023 To 30/04/2023

[+ Add Temporary Note](#)

ACCOUNT	TOTAL
Operating Income	
Total for Operating Income	0.00
Cost of Goods Sold	
Cost of Goods Sold	2,50,000.00
Labor	5,00,000.00
Materials	30,00,000.00
Total for Cost of Goods Sold	37,50,000.00
Gross Profit	-37,50,000.00
Operating Expense	
Other Expenses	5,000.00
Rent Expense	2,00,000.00
Salaries and Employee Wages	25,00,000.00
Total for Operating Expense	27,05,000.00
Operating Profit	-64,55,000.00
Non Operating Income	
Total for Non Operating Income	0.00
Non Operating Expense	
Total for Non Operating Expense	0.00
Net Profit/Loss	-64,55,000.00

Balance sheet

Dream Homes Realty
Balance Sheet
Ben's Account
As of 12/31/2023

→ Add Temporary Note

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ACCOUNT	TOTAL
Assets	
Current Assets	
Cash	
Petty Cash	5,000.00
Total for Cash	5,000.00
Bank	
ICICI Bank-01	27,69,000.00
Total for Bank	27,69,000.00
Accounts Receivable	8,85,00,000.00
Other current assets	
Prepaid Expenses	38,35,000.00
Input Tax Credits	0.00
Input COST	3,10,000.00
Input SGST	3,10,000.00
Total for Input Tax Credits	6,21,000.00
Total for Other current assets	44,56,000.00
Total for Current Assets	9,57,30,000.00
Total for Assets	9,57,30,000.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Accounts Payable	38,35,000.00
Unearned Revenue	88,50,000.00
GST Payable	0.00
Output COST	67,50,000.00
Output SGST	67,50,000.00
Total for GST Payable	1,35,00,000.00
Total for Current Liabilities	2,81,85,000.00
Total for Liabilities	2,81,85,000.00
Equities	
Owner's Equity	10,00,000.00
Current Year Earnings	6,85,45,000.00
Total for Equities	6,95,45,000.00
Total for Liabilities & Equities	9,57,30,000.00

4 ADVANTANGES & DISADVANTANGES

1.Real Estate Can Be Easier to Understand
When you start investing, it can be difficult to
understand everything you need to know to make a
profit. Many types of investments rely on abstract
concepts and complex algorithms, which are
especially difficult to understand.

Real estate, on the other hand, involves the purchase
of physical property and most people are familiar with
real estate to some degree. Investing in real estate
can be much easier to understand than complex
investments developed by mathematicians.

#2 Real Estate Is Improvable

After you buy a stock, you hold it for a period of time and hopefully sell it for a profit. The success of the stock depends on company management and their corporate success, which is out of your control.

In contrast, real estate investments are directly under your control. Though you can't control demographic and economic changes, or acts of God, you can control many things relating to the physical property and tenants. With good management of your overall real estate portfolio, you can tangibly improve the value of your investment and build wealth.

#3 Real Estate is a Hedge Against Inflation

Real estate is one of the few assets that reacts proportionately to inflation. As inflation goes up, housing values and rents go up.

Though real estate in general is a good hedge against inflation, rental properties that are re-leased every year are especially effective, since monthly rents can be adjusted upward in inflationary periods.

For this reason alone, therefore, real estate is one of the best ways to hedge an investment portfolio against inflation.

#4 Real Estate Properties Exist in an Inefficient Market

Unlike the stock market, the real estate market is full of inefficiencies. There is a lack of transparency relating to individual property values and also the strength of different markets, which means that real estate investments have the potential for very high profits.

Real estate investors who do their research, especially with help from industry experts, can find great real estate bargains.

#5 Real Estate Can Be Financed and Leveraged
Of course, you can technically purchase stocks and other assets using debt, but this can be very risky because the financing is not to purchase a hard asset. Real estate, on the other hand, is a market where products are usually bought with debt.

Real estate investments purchased with hard money or a mortgage can be structured in ways that are rather safe and affordable, so that large purchases can be made with a relatively small initial investment. The result is the purchase of a hard asset that

appreciates year-over-year, and paying for it primarily with other people's money.

5. APPLICATIONS

Locality Review App

For real estate, a good locality is a foremost thing a buyer would consider. Using a locality review app, anyone can rate a locality based on the factors like education, hospitals, transportation ease, distance from the main town, living, amenities, and more.

A combination of these factors will create a star rating or a basic score of localities. Moreover, this kind of app helps clients simply find out which area is perfect for them. It helps them easily decide which real estate property they should invest in.

Buying and Renting Info App

Renting or purchasing a home is sometimes a tough procedure as it needs lots of research and paperwork. To make this procedure feasible and simple for your clients, there should be a medium to get all information collectively with an easy option for paperless application methods. Access to all information in one place would help the purchasers

decide on the best option while offering them a positive and memorable user experience.

This kind of app also incorporates a communication channel between you and customers so they can contact you whenever they need it.

Real Estate AR/VR App

Displaying the properties using AR/VR technology is one of the booming real estate business ideas of recent times. It is projected that AR/VR technology in the real estate sector is going to reach \$2.6 billion by 2025.

These technologies virtually help people visit properties at any time and from anywhere. Not only this, but it also saves money and time that people spend on checking different properties. Since AR/VR can virtually display all interior elements of properties, buyers can visualize a property with its interior designs.

Calculator App

A calculator app can act as a mortgage calculator app by immediately providing you with an idea of how much clients will require paying as per different parameters.

Additionally, it can help you calculate extra expenses when buying a property. With a calculator app, you can export both of these calculations easily into a report and email that to clients for their convenience.

Property Investment App

A smart property investment app will offer a complete overview of the property market that they will require for making the best decision about investing in real estate properties. A property investment app must feature a chat box with the availability of an in-house specialist who is experienced and knowledgeable about the real estate market and can answer all user queries, offering solutions as well as reliable investment choices. The specialist must explain the areas where investors will receive the utmost return in case they purchase property there.

The app lists a property's detailed assessment. All you need to tap on the screen and you will receive a comprehensive analysis of the property's appropriate info.

Lead Generation App

A Lead generation app can help you create leads by allowing users to enquire about a property by providing their personal data.

The user information is preserved in the CRM system and can be utilized for creating buyer's profiles and optimizing sales actions. Businesses can also keep a check on how users are using your app and approaching others using software like Google Analytics.

Property Listing App

Do you know nearly 93% of the buyers first explore the website's online listing? One can list their properties-

just for rents

for sale and rent

just for sale

A property listing platform allows facilities like- property owners to sign up and list out their properties as well as allow Renters or buyers to check & buy properties depending on their needs.

Document Library App

Lending or selling a property includes checking lots of documents and sometimes, it's tough to make sure that all documents are available instantly.

A document library mobile app helps you gather all important documents in one space and categorize them as per clients. With all documents managed at one place, you can easily display documents to clients directly over your smartphone device.

Moreover, you can sign documents straight on your devices with e-verified signature systems.

6 CONCLUSION

At the end of the day, the number of people you know is not the measure of your success.

It is the number of people that KNOW YOU as a professional real estate agent that will determine whether or not your relationship building and follow-up has been effective and appropriate.

Duty of care is perhaps one of the most important considerations in the agency – client relationship and you should focus on this at all times.

The initial aim with a new client is to establish a good relationship. The ultimate aim, of course, should be to build it into a great one and maintain it long term.

To start the process it is essential to communicate effectively with potential clients so you can develop the relationship to the point where there is a successful outcome for you and the clients – whether they are selling, buying, leasing or renting property.

You only get one chance to make a good ‘first’ impression. So focus on this and take advantage of the first contact opportunity. When you take their call or meet face to face with new contacts, your aim should be to establish a good image of yourself and your agency.

Remember, establishing good relationships, then maintaining and building them into ‘great’ relationships is the key to success in this business.

7.FUTURE SCOPE

Urbanization and Population Growth: India’s rapid urbanization and population growth are driving the demand for residential, commercial, and infrastructure development.

Affordable Housing: The government’s focus on affordable housing initiatives aims to cater to the housing needs of the growing middle-class and lower-income segments.

Infrastructure Development:

Investments in infrastructure projects such as metro systems, highways, and airports are boosting real estate development in their proximity.

REITs (Real Estate Investment Trusts): The introduction and expansion of REITs offer investors an alternative way to invest in income-generating real estate assets. The introduction of REITs in India has provided a new investment avenue for both retail and institutional investors, allowing them to invest in income-generating commercial properties.

Rental Housing: Increasing urban migration is driving demand for rental housing, leading to growth in the rental market.

Co-Living and Co-Working: These trends are expected to continue as the younger generation seeks flexible and community-oriented living and working arrangements. The rise of startups and the gig economy has driven the demand for flexible office spaces, leading to the growth of co-working spaces in major cities.

Focus on Health and Well-being: Post-pandemic, the real estate market is likely to see a greater emphasis on properties that promote health and well-being, including open spaces and wellness amenities.

Regulatory Reforms: Continued efforts to simplify and streamline regulatory processes will encourage transparency and foreign investments.

Foreign Investment: Relaxation of foreign direct investment (FDI) norms has attracted international investors, contributing to the growth of the market.

Challenges and Uncertainties: The market has also faced challenges such as project delays, liquidity issues, and changing interest rates, impacting investor sentiment and the pace of growth. The growth of sectors like IT, e-commerce, and retail is driving demand for commercial office spaces and retail outlets.

Foreign Direct Investment (FDI): Liberalized FDI policies are attracting foreign investors to invest in Indian real estate, particularly in commercial and residential segments.

Co-Living and Co-Working Spaces: The trend of co-living and co-working spaces is gaining traction, catering to the changing lifestyle and work patterns.

Real EstateFuture Trends Of Indian Real Estate Market

Affordable Housing: The Indian government's focus on affordable housing through initiatives like Pradhan Mantri Awas Yojana (PMAY) has created a demand for budget-friendly residential properties, especially in urban and semi-urban areas. The government's push for affordable housing will continue to create opportunities in this segment, catering to the housing needs of the masses.

Technology Integration: The adoption of technology, such as AI, virtual reality, and proptech platforms, will reshape property search, transactions, and management. Technology adoption is transforming the real estate industry, with online property listings, virtual tours, and property management software becoming more prevalent.

Sustainable Development: Green and sustainable building practices are becoming increasingly important due to environmental concerns and rising awareness. Increasing awareness of environmental

concerns has led to a focus on green building practices and sustainable developments.

Smart Cities: The development of smart cities will create integrated urban spaces with advanced infrastructure and improved quality of life. The development of smart cities aims to enhance urban living through technology-driven solutions, leading to increased demand for modern and sustainable real estate.

E-commerce and Logistics: The growth of e-commerce is boosting demand for warehouse and logistics spaces, especially near urban centers. The expansion of e-commerce has fueled the need for efficient warehousing and logistics facilities across the country.

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