Brokeronline.in

Project Details

High Level User Base of the Product

Consumer
Broker
Admin

Search for properties

Visit Broker Sub Site

Short Interested Properties

Notify Broker

List Properties

Co-Share Properties with other Brokers

Confirm Property Sold/Rented

Approve Brokers

Provide Sales Insights & Analytics
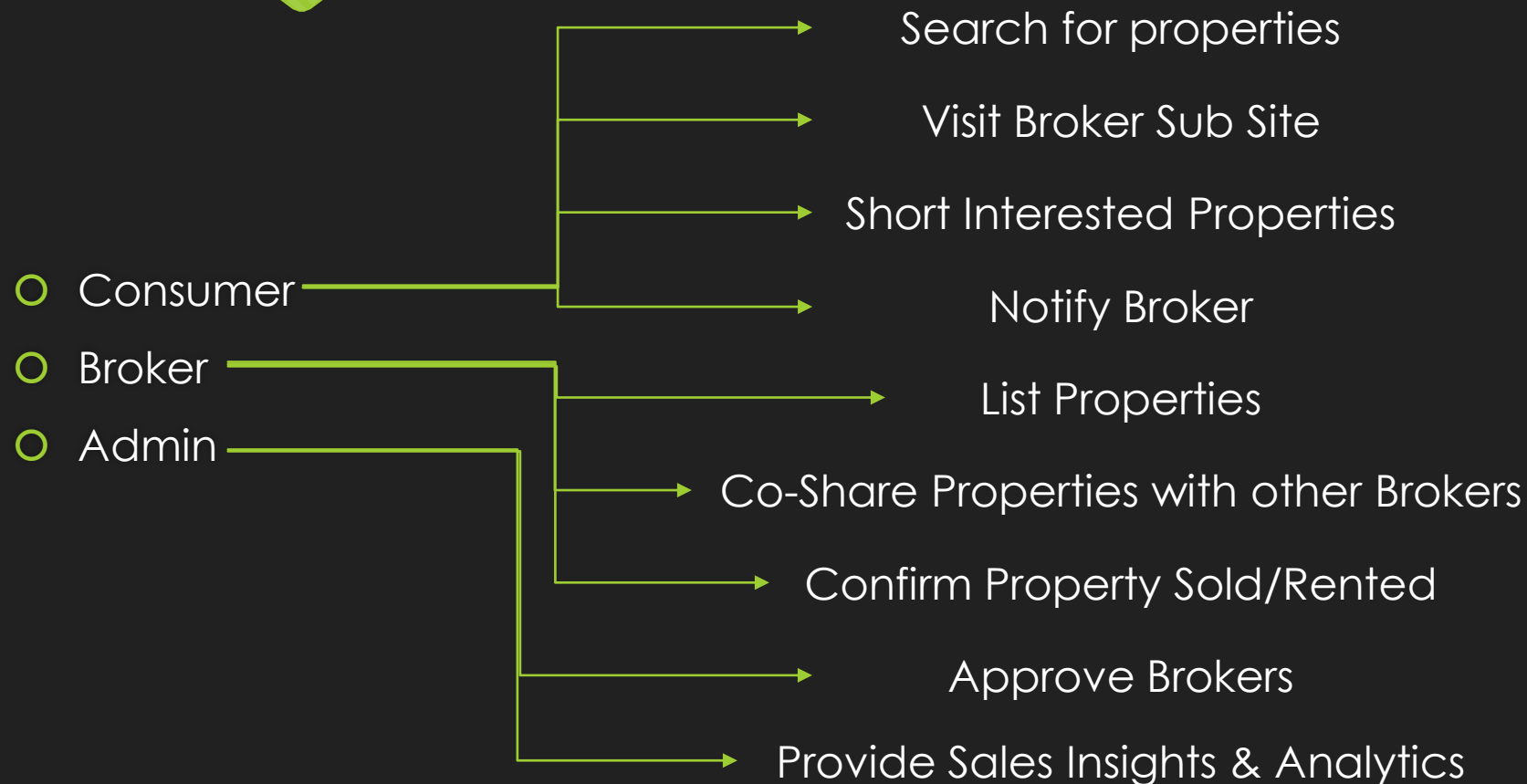
Consumer

- Registration / Login – Free for Consumers
- Show Properties based on Geo-tagging / IP / Historical Search by Brokers in that area
  - Ability to change this in profile settings – default search by brokers in an area, can be changed to properties in area.
- Ability to Shortlist interested Properties
- Ability to notify brokers showing interest from Shortlisted properties
- Ability to view brokers contact number
- Complete property address not shown to consumer, only area is displayed on the site. The property details will be shared by the broker when contacted.
- App based access to properties.

Broker – Types of Subscription

- **Free Subscription**
  - Max of 3 properties with limited features
  - Basic property details like area sq. ft., type of property, and 3 pictures
  - If property already listed by other broker, cannot re-list same property
  - Admin to approve property before being listed

- **Silver Plan – INR 12000/- per year + tax**
  - Up to 25 properties listing per year
  - All features of the property can be listed with video of property
  - If same property is listed by different broker, auto - notification to send to all brokers
  - Admin to approve property before being listed

- **Gold Plan – INR 18500/- per year + tax**
  - All features as silver plan, including total of 50 property listing per year
  - Subdomain <brokercompanyname>.brokeronline.in as dedicated space – can put address on visiting cards
  - 1 email address <brokercompanyname>@brokeronline.in – can use this email address for communication

- **Platinum Plan – INR 25000/- per year + tax**
  - All gold plan features, including 100 property listing per year
  - Subsite under brokers own domain <www.brokercompanname.com>.brokeronline.in masked and pointing to <www.brokercompanname.com>
  - 5 email address under <www.brokercompanname.com>

Additional Features for Silver to Platinum

- Additional 5 property listing at INR 500 + tax
- Mobile app access at INR 5000 + tax per year
- Premium Listing in an area – INR 500 + per property

Broker

- Add property – based on subscription provide details, upload images / video
- View active properties to self / shared properties
- Current Sales Pipeline – Active customers in shortlisted stage, contact requested stage, sales, revenue generated, return on investment (paid to brokeronline vs revenue generated), upgrade / de-grade subscription
- Contact customers
- Update property status as sold/rented

Registration of Broker

- Registration process simple – to Free, then upgrade to each plans
- Verification phone / email / whatsapp

Property Types

- Rent / Lease / Sales
- Commercial / Residential
- Apartment / Independent / Complex / Land

Admin

- Approve / Deny / Suspend properties
- Approve / Deny / Suspend Brokers
- Add / Remove Admins
- Promote Pages / Properties
- Run Analytics of top performing areas, brokers, products, customers
- Revenue charts by brokers, total revenue charts daily, weekly, monthly, quarterly, half yearly, annual, date range