PROPERTY LISTING MANAGEMENT PLATFORM

A Thesis
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Chapter 1

THE PROBLEM AND ITS SETTING

Introduction

The Philippines, an archipelago of over 7,000 islands, is home to many residential dwellings. From single-family homes to high-rise condominiums, a wide variety of options are available to cater to the diverse needs and preferences of the population. It is a major milestone for most people to purchase a house and is often considered a symbol of stability and success. However, as condominiums redefine modern life, they have recently emerged as the new choice among urban Filipinos. In the Philippines' biggest cities, high-rise condominiums are starting to be a prominent feature of the skyline (Mioten, 2024).

As the field of information technology continues to grow, productivity tools have become essential in both personal and professional environments. According to Simplilearn (2024), productivity tools are programs to simplify tasks and streamline workflow. These tools transform the way people work by enabling employees, teams, and individuals to collaborate remotely, communicate efficiently, and manage tasks in real time without needing to engage in person. Productivity tools have features that are helpful in streamlining processes and increasing overall productivity.

Managing clients, tracking commissions, and keeping up with available units is a crucial challenge for brokers, as the people of today prefer to buy units such as condominiums to not only keep up with the trends, but also because of the many benefits that comes with owning one. In addition, it can also prove to be a challenging task for developers to track the available units, brokers, and clients if no proper system is put in place. However, with the emergence of advanced technology, web applications and

systems that facilitate productivity tools make these tasks simpler. However, with the emergence of advanced technology, web applications and systems that facilitate productivity tools make these tasks simpler. Additionally, listing units, whether sold or available, improves communication and streamlines tasks like tracking milestones, units, and deals between brokers and developers, leading to a smoother and more efficient process.

Fortunately, the current study can help both brokers and developers track their clients, units, and commissions. By utilizing the agile scrum methodology and a quantitative research approach, the researchers aim to achieve the desired outcomes of the study.

In conclusion, as more people move to urban areas in the Philippines, the demand for housing is evolving, creating a growing need for innovative solutions in the real estate market. This research project introduces a system that harnesses the power productivity tool to make the developers' and brokers' tasks simpler. By offering a user-friendly approach, the system helps streamline the tracking of clients, deals, and commissions, benefiting both developers and brokers.

Background of the Study

Real estate is a tangible asset made up of the property and the land on which it sits. As people began to recognize the value of real estate, there were those who saw opportunities in land and housing. Many nurtured and supported this process, ultimately shaping the industry into what it is today. Additionally, individuals can earn income from their real estate assets by turning them into businesses, such as renting through platforms like Airbnb or leasing them as apartments. Though it is immovable, real estate, like other assets, is also

subject to supply and demand. This means that property prices and rent are heavily affected by these forces. When demand increases, prices rise; when demand decreases, prices fall.

The Philippines offers a wide range of living arrangements, from single-family homes to modern high-rise condominiums, catering to diverse housing needs. In recent years, however, condominiums have surged in popularity and become the preferred choice for residential property among Filipinos. The condominium market in the Philippines is rising and is being driven by rapid urbanization. As more people migrate to urban areas such as Manila in search of employment and better opportunities, the need for space-efficient, convenient living arrangements has grown. In addition, modern condominiums are designed with the needs of people, offering a self-contained lifestyle without the need to leave the general premises. Lastly, the market is willing to adapt to changes in consumer demands and market conditions (Mioten, 2024).

With the increase in the condominium market, the presence of real estate agents has become more prominent. Whether in public spaces or on social media, it is now usual to see agents actively promoting condominium projects to potential buyers. As the demands are rising, developers and investors are capitalizing on the growing condominium market, building new projects to supply the increasing demand (Mioten, 2024). These projects often emphasize prime locations, modern amenities, and flexible payment terms to attract a wider range of potential buyers.

Mentioned are the many factors that work together to form a thriving condominium market in the Philippines. From the rise of urban migration and shifting lifestyle trends to the active efforts of real estate agents and developers, these factors have played a key role in contributing to the steady growth and transformation of the condominium sector. In

property listing, many websites and platforms have been created to handle properties, yet there are no consistent and well-known brands. There is currently no well-known productivity tool specifically designed for developers and brokers, highlighting a crucial gap in the market. A dedicated tool could streamline the process of tracking and managing clients, facilitating better communication between agents and buyers. This would provide a consistent way to stay updated on matters such as buyer payments and other relevant concerns. By leveraging technology and data analytics, these platforms can provide agents or brokers with valuable insights helping them stay and be more motivated and productive. Moreover, while technology has undoubtedly made the buying process easier in many ways, it can also introduce new complexities and challenges. Combining the concepts of listing and productivity tools can help create a platform that promotes efficiency and encourages productivity.

In conclusion, the condominium market in the Philippines presents significant opportunities for innovation and growth. With the increasing urbanization and economic development in the country, demand for efficient and high-quality properties are on the rise, presenting an opportunity for services to capitalize and develop an integrated system that focuses on the agents' productivity, from viewing milestones, tracking commissions and units, to managing clients. By providing sustainable and accessible solutions, and fostering innovation and collaborative relationships, the proper platform can unlock and enhance the potential of the developers and their respective brokers, contributing to a better experience for everyone involved.

Objectives of the Study

General Objective

The study's main objective is to develop a productivity tool through a website application catering to both developers and brokers. The platform allows developers to list units, generate payment schedules and commissions, while simultaneously allowing brokers to view their milestones and manage their clients.

Specific Objectives

The following are the specific objectives of the study:

1. Create and design the system with the following characteristics:

    a. Create and design the system with the following characteristics:

    b. A platform for developers to list their available units to sell.

    c. A platform for developers to generate commission rates and payment schedules.

    d. A platform for brokers to track their clients, units, and commission.

    e. A platform for brokers to submit customer information, including documentary requirements.

    f. A platform for brokers to view their milestones.

    g. A platform for buyers to view their payment schedule.

    h. A platform for buyers to see the documentary requirements.

    i. The system will use automated calculations to generate reports for the brokers' milestones.

2. Create the website application using the following software development tools and scripting language:

   a. Front-end tools

      ● HTML

      ● JS

      ● CSS

      ● Vue

   b. Back-end tools

      ● Python

   c. Framework

      ● Django

   d. Database Management System

      ● PostgreSQL

   e. Version Control

      ● GitHub

   f. IDE

      ● Visual Studio Code

   g. User-Interface Tools

      ● Adobe XD

3. Test and improve the website application based on functional suitability and reliability

4. Evaluate the acceptability of the website application by gathering multiple users to operate the system. The tool that will be used to evaluate the

application is ISO25010, which will evaluate the application's acceptability in terms of sustainability, timeliness, accuracy, and maintainability.

Significance of the Study

With urban expansion, changing lifestyles, and attractive investment prospects, the condominium market in the Philippines has been rising steadily, especially in major cities.

For developers, the web-based system will offer a platform to list and oversee available and unavailable units efficiently. For brokers, the system will be a productivity tool to view their milestones, manage clients, and track units together with possible deals. For buyers, the system will provide a practical tool to easily identify their payment schedule and required documents.

Finally, this capstone project will be valuable for future researchers. It can serve as a reference to enhance future studies with similar objectives, and future researchers can build upon the data and features introduced in this study, thereby solidifying, and expanding the work initiated by the current researchers.

Scope and Limitations

This study centers on the development of a productivity tool website dedicated to brokers and developers. It endeavors to provide developers with a robust platform to list their units, enabling them to effectively connect with brokers. Through a user-friendly

interface, developers will have the flexibility to create, update, customize, and remove their listings within the system, ensuring accurate representation and efficient management of their units.

In addition to serving developers, this study strives to address the critical needs of brokers who work to connect clients with the right condominium units. By facilitating easier access to available units, this initiative aims to enhance convenience and streamline the brokers' tasks, simplifying the sales process and fostering a more seamless transition into their new living arrangements or commercial spaces.

This study's overarching goal is to foster mutual benefits for both developers and brokers alike. By leveraging manage property listings, commission tracking, and payment schedules, brokers can pinpoint units that align closely with their clients' preferences, budgetary constraints, and lifestyle requirements. Simultaneously, brokers stand to gain increased visibility for their transactions and successes, helping them attract more clients and generate more sales.

The property listing management platform is meticulously crafted using a diverse array of innovative web development technologies and frameworks, including but not limited to Python, HTML, JS, CSS, Vue.js, Django, PostgreSQL, GitHub, Visual Studio Code, and Adobe XD. By harnessing the power of these tools, the platform offers unparalleled scalability, reliability, and performance, ensuring a seamless user experience across various devices and browsers.

Moreover, the system's web-based architecture eliminates the need for cumbersome downloads or installations, providing users with instant access to its full suite of features and functionalities directly through popular web browsers such as Chrome, Safari, Firefox,

Opera, and Edge. By implementing stringent security measures and encryption protocols, the platform safeguards sensitive user data and ensures uncompromising privacy and data integrity.

Developers can use their accounts to display available units to brokers, as well as generate payment schedules and commissions. They can also manage brokers' accounts by creating or updating their information, providing hands-on access to organizational details. Additionally, brokers can use their accounts to submit customer information and track ongoing or completed transactions.

Furthermore, the platform adopts a seamless user experience design, allowing users to seamlessly transition between distinct roles and functionalities with minimal friction. Whether brokers are viewing listings and client details or developers are updating unit availability, the platform offers intuitive navigation and robust backend support, empowering users to achieve their respective objectives with ease and efficiency.