

PROPERTY MANAGEMENT USING SALESFORCE

2.2 Ideation & Brainstorming

Brainstorm & idea prioritization

Use this template in your work. Brainstorming happens all your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

1. 15 minutes to prepare
2. 15 minutes to brainstorm
3. 15 minutes to prioritize

Before you collaborate

1. The role of collaboration is to bring only the best ideas to the table. It's not about the number of ideas you have, it's about the quality of the ideas you have.

2. Brainstorming happens all your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Define your problem statement

What problem are you trying to solve? Frame your problem as a challenge. This will be the focus of your brainstorm.

Group ideas

Take 15 minutes to brainstorm your ideas. Write them down or record them as you go. Once all ideas have been shared, go back to the sticky notes. If a sticky note is a good idea, move it to the 'Good' column. If it's not a good idea, move it to the 'Bad' column.

Prioritize

Your team should be on the same page about what's important. Moving forward, focus your ideas on the good ideas, which are important and which are feasible.

v Meet The Team

People want to know the faces that make up your team! With social media becoming ever more prevalent, one element that people crave the most is transparency. Ownership groups, along with potential want to feel confident in the team that is behind their property. So show off your team of experts regularly. **Advice For Renters**

Broaden your audience by helping renters with tips and tricks! Renting can be challenging, the more you showcase helpful tips, the more comprehensive your audience will become. Plus, one of the advantages to gaining more renters in your content audience is that they begin to trust Your brand representation and visibility should be at the forefront of every contents.

Property Tours

Show off your properties! The properties that you manage are the stars of the show. Use your social media and professional property management website to demonstrate your portfolio of properties. First, you will want to ensure that you have professional photos and videos of each property. Next, you can focus on the property management SEO for each property on your website. From here, you will watch more traffic come in and also continue seeing interest in your property management grow!

Feasibility

Feasibility is the degree to which an idea is practical and achievable. It is a measure of the likelihood that an idea will be successful. It is a measure of the likelihood that an idea will be successful. It is a measure of the likelihood that an idea will be successful.

Impact

Impact is the degree to which an idea is important and valuable. It is a measure of the significance of an idea. It is a measure of the significance of an idea. It is a measure of the significance of an idea.

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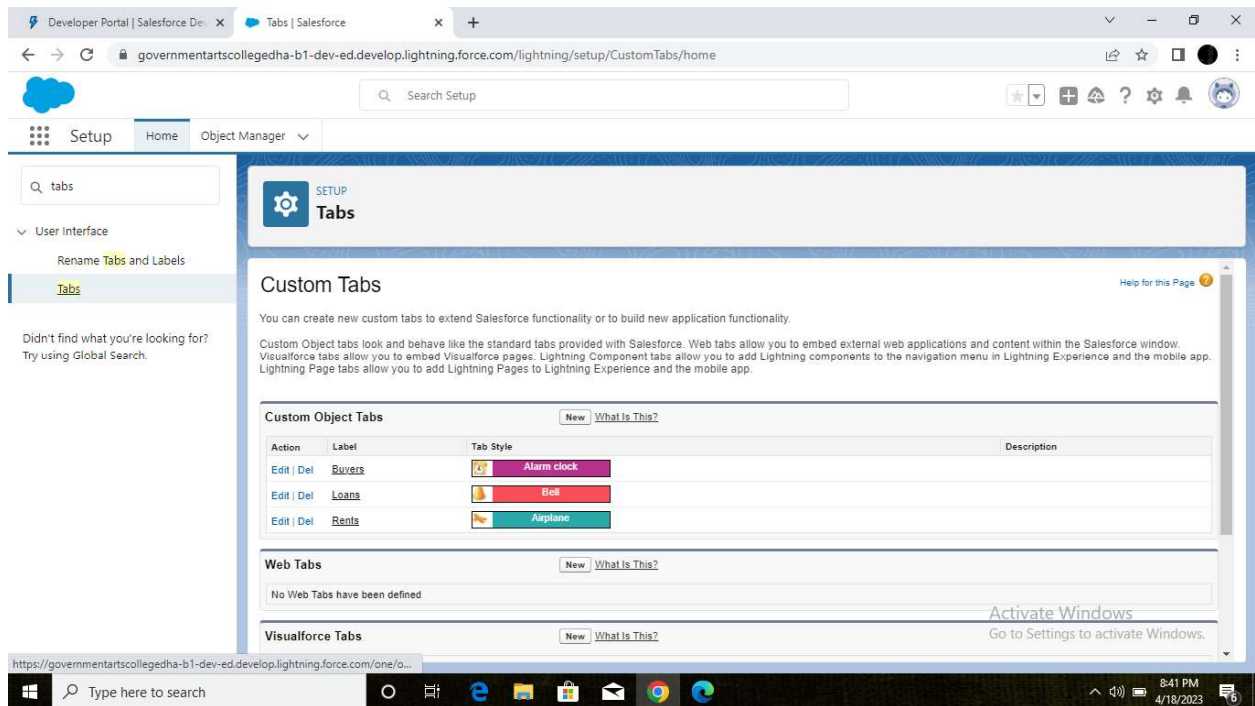
3. Result

3.1 Data Model

Object Name	Fields in Object	
Obj1:Loan	Field label Loan	Data type Auto number
Obj2:Rent	Field label rent	Data type Auto number
Obj3:Buy	Field label buy	Data type Auto number

3.2 Activity & Screenshot

Milestone 3:Tabs



Milestone 4:The Lightning App

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The screenshot shows the Salesforce Lightning Experience App Manager setup page. The browser tabs include 'Developer Portal | Salesforce Dev...', 'Object Manager | Salesforce', and 'App Manager | Salesforce'. The URL is 'governmentartscollegedha-b1-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home'. The page has a search bar and a 'Search Setup' button. The left sidebar shows 'Setup' and 'Home' tabs, with 'App Manager' selected. The main content area is titled 'Lightning Experience App Manager' and includes buttons for 'New Lightning App' and 'New Connected App'. Below this is a section for 'Clone Apps(Beta)' with a toggle for 'Enable App Cloning' (currently disabled). A table lists 23 items, sorted by App Name, filtered by All app menu items - TabSet Type. The table has columns for App Name, Developer Name, Description, Last Modified, App, and Visibility. The table data is as follows:

	App Name	Developer Name	Description	Last Modified	App	Visibility
6	Content	Content	Salesforce CRM Content	15/03/2023, 1:38 pm	Classic	✓
7	Data Manager	DataManager	Use Data Manager to view limits, monitor usage, and manag...	15/03/2023, 1:38 pm	Lightning	✓
8	Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	15/03/2023, 1:38 pm	Lightning	✓
9	Lightning Usage App	LightningInstrumentation	View Adoption and Usage Metrics for Lightning Experience	15/03/2023, 1:38 pm	Lightning	✓
10	Marketing	Marketing	Best-in-class on-demand marketing automation	15/03/2023, 1:38 pm	Classic	✓

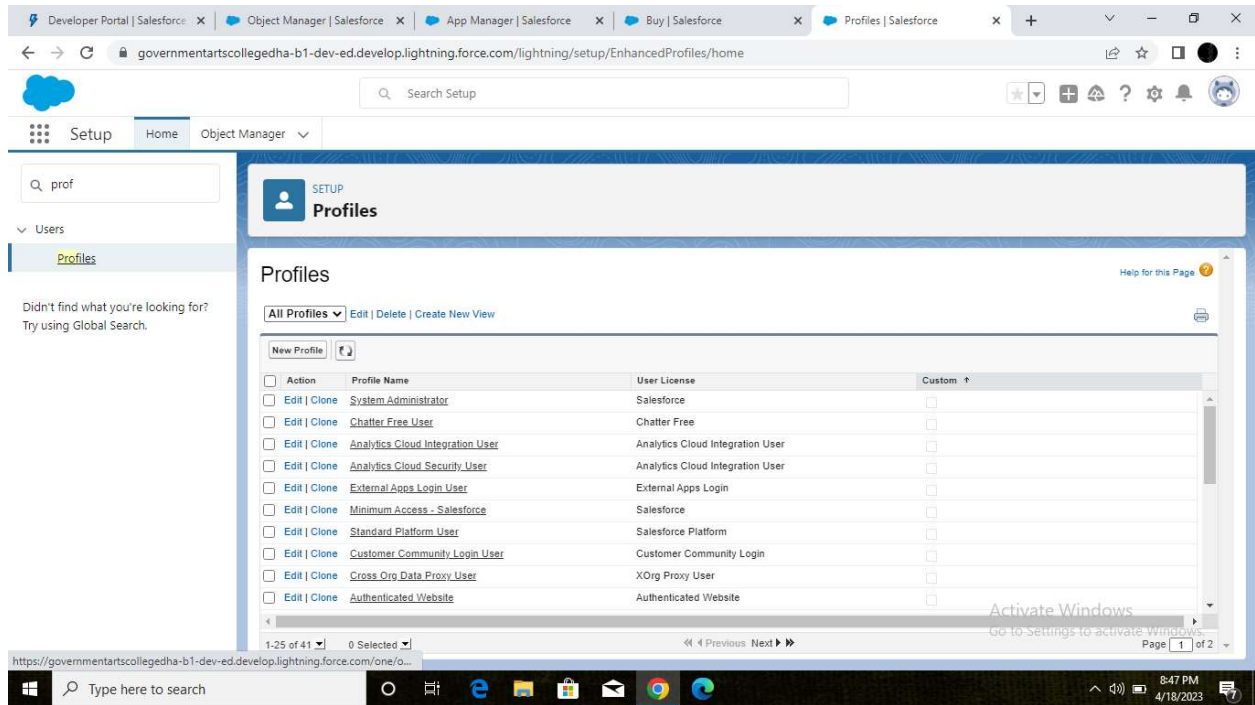
Milestone 5:Fields

The screenshot shows the Salesforce Lightning Experience Object Manager Fields & Relationships page for the 'Buy' object. The browser tabs include 'Developer Portal | Salesforce Dev...', 'Object Manager | Salesforce', 'App Manager | Salesforce', and 'Buy | Salesforce'. The URL is 'governmentartscollegedha-b1-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003u7qj/FieldsAndRelationships/view'. The page has a search bar and a 'Search Setup' button. The left sidebar shows 'Setup' and 'Home' tabs, with 'Object Manager' selected. The main content area is titled 'Buy' and includes a 'Fields & Relationships' section with 7 items, sorted by Field Label. The section has buttons for 'New', 'Deleted Fields', 'Field Dependencies', and 'Set History Tracking'. A table lists the fields, with columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The table data is as follows:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Buy	Buy__c	Auto Number		
Buy Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Loan	Loan__c	Auto Number		
Owner	OwnerId	Lookup(User,Group)		✓
Rent	Rent__c	Auto Number		

Milestone 6:Profile

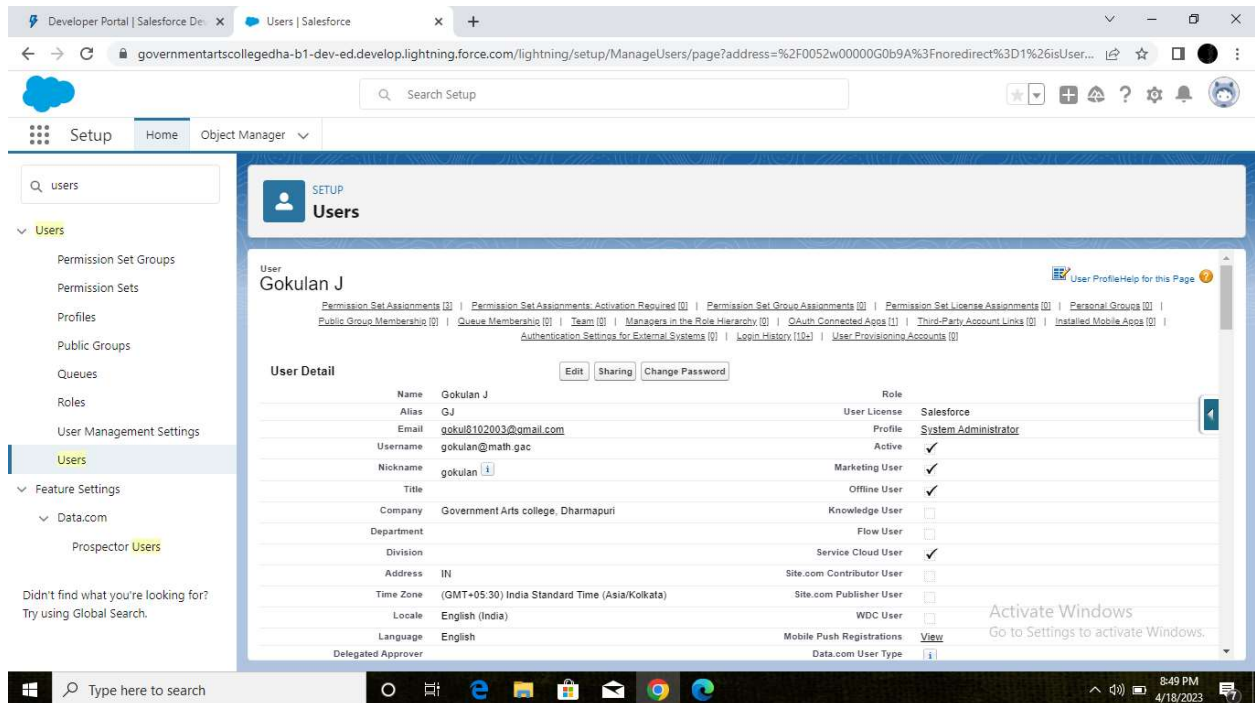
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The screenshot shows the Salesforce Setup interface for Profiles. The left sidebar contains a search bar with 'prof' and a list of navigation items: Users, Profiles, and a search result for 'Didn't find what you're looking for? Try using Global Search.' The main content area is titled 'Profiles' and includes a 'New Profile' button and a table of existing profiles. The table has columns for Action, Profile Name, User License, and Custom. The profiles listed are: System Administrator (Salesforce), Chatter Free User (Chatter Free), Analytics Cloud Integration User (Analytics Cloud Integration User), Analytics Cloud Security User (Analytics Cloud Integration User), External Apps Login User (External Apps Login), Minimum Access - Salesforce (Salesforce), Standard Platform User (Salesforce Platform), Customer Community Login User (Customer Community Login), Cross Org Data Proxy User (XOrg Proxy User), and Authenticated Website (Authenticated Website). The bottom of the screen shows a Windows taskbar with the time 8:47 PM on 4/18/2023.

Action	Profile Name	User License	Custom
Edit Clone	System Administrator	Salesforce	<input type="checkbox"/>
Edit Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	External Apps Login User	External Apps Login	<input type="checkbox"/>
Edit Clone	Minimum Access - Salesforce	Salesforce	<input type="checkbox"/>
Edit Clone	Standard Platform User	Salesforce Platform	<input type="checkbox"/>
Edit Clone	Customer Community Login User	Customer Community Login	<input type="checkbox"/>
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>

Milestone 7: New User

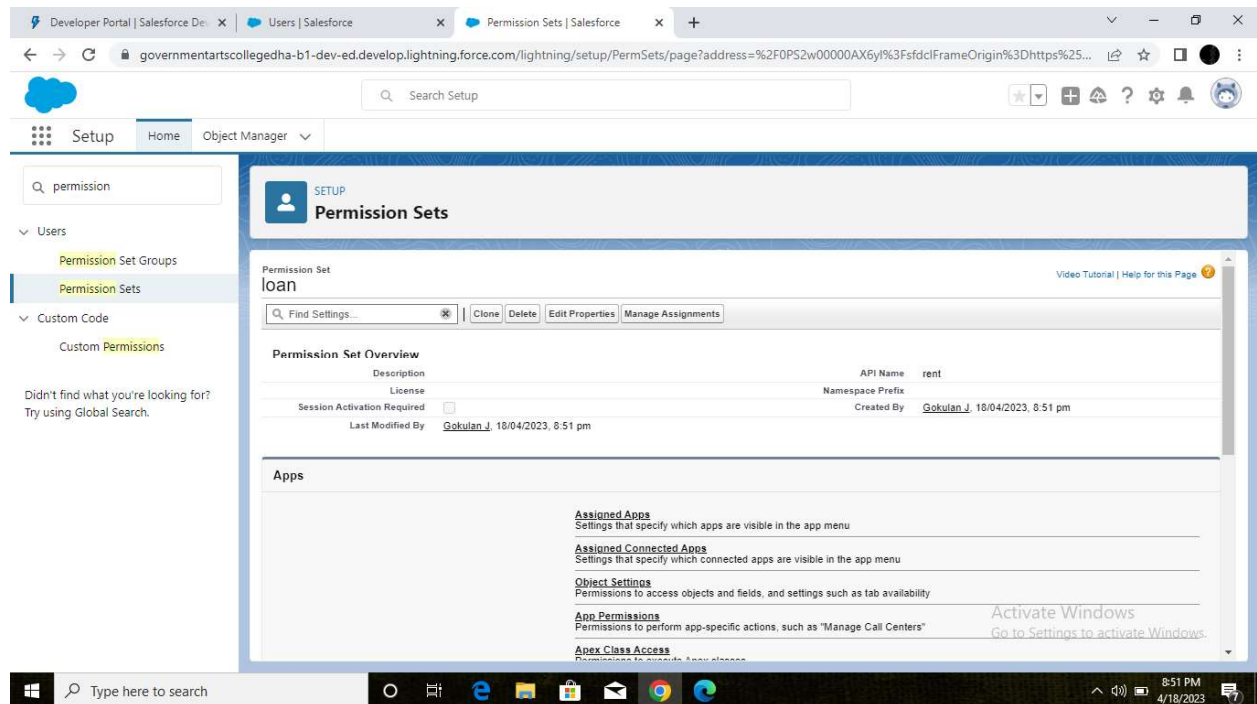


The screenshot shows the Salesforce Setup interface for Users. The left sidebar contains a search bar with 'users' and a list of navigation items: Users, Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, User Management Settings, Users, Feature Settings, Data.com, and Prospector Users. The main content area is titled 'Users' and displays the details for a user named 'Gokulan J'. The user details include Name, Alias, Email, Username, Nickname, Title, Company, Department, Division, Address, Time Zone, Locale, Language, Role, User License, Profile, Active, Marketing User, Offline User, Knowledge User, Flow User, Service Cloud User, Site.com Contributor User, Site.com Publisher User, WDC User, Mobile Push Registrations, and Data.com User Type. The user's role is 'System Administrator' and their user license is 'Salesforce'. The bottom of the screen shows a Windows taskbar with the time 8:49 PM on 4/18/2023.

Name	Alias	Email	Username	Nickname	Title	Company	Department	Division	Address	Time Zone	Locale	Language	Role	User License	Profile	Active	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
Gokulan J	GJ	gokul8102003@gmail.com	gokulan@math.gac	gokulan		Government Arts college, Dharmapuri			IN	(GMT+05:30) India Standard Time (Asia/Kolkata)	English (India)	English		Salesforce	System Administrator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	View	

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Milestone 8: Permission Set



4. Trailhead Profile Public URL:

Team Lead-<https://trailblazer.me/id/gokuj2>

Team Member 1-<https://trailblazer.me/id/jayakumar448>

Team Member 2-<https://trailblazer.me/id/vinoth666>

Team Member 3-<https://trailblazer.me/id/madhesh07>

Team Member4-<https://trailblazer.me/id/ragul0902>

5. ADVANTAGE & DISADVANTAGE:

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Advantage:

- Property provides an income stream and capital gains
- Property can act to diversify and stabilise a portfolio
- Residential property has historically been a stable asset class
- Investment property can be a stepping stone to home ownership

Disadvantage:

- Skills are likely to be broad rather than specialist
- No economies of scales benefits and savings
- May have longer turn around times than advertising agencies

5.Conclusion:

- A good property management system takes care of these tasks so you can do what you do best:

Make inform decisions and build customer loyalty.

6.Future Scope:

- Corporate and Legal Structure,Intellectual Property,Litigious

Tax aspects,employee contracts, Health and safety