To, Date: 03/12/2019

Manish Gupta

Co-Founders & Director

Easyleases Technologies

**Subject:** Questionnaire by Business APAC for the upcoming ‘Business APAC Prominent Leaders in Real Estate, 2019’, issue.

Dear Manish,

Greetings from Business APAC!

Kindly find the attached questionnaire (mentioned below) to be answered by the Founder/CEO. Please answer the questions as per the structured format. The total word count of the content is **1200 words**.

Kindly complete the entire set of questions so that our content writers can highlight your esteemed company in a significant manner. Feel free to include any additional information in the given questionnaire that you would like to showcase in your company’s profile.

**We would like to request you to please forward us HD quality (Resolution Not Less Than 1280\*720) photographs of the Founder/CEO**.

Let us know if any assistance is needed from our side.

Best Regards,

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**Interview Questionnare**

Please fill the following **questionnaire** within the stated word count. The draft will be written by our team of content writers. It will then be forwarded for your approval. Changes if any can be made in the draft itself. Also, share **4-5 HD resolution images** for designing of the profile.

**Word Limit:** 1,200

1. Tell us something about the current scenario of the real estate industry, and how is it expected to change over the next 5 years?

Post the slump in Residential Real Estate demand during last few years, Residential Market is poised for rapid growth resuting from:

* Government initatives such as RERA, Affordable Housing, Benami Transactions Act, Interest Subsidy to Home Buyers, Service Tax Exemption
* Increased Urbanization and rising household income. About 10mn people are migrating to cities each year
* Increased FDI, REIT and PE investments

Within the residential sector there is increasing demand for Property Management Services for individual property owners resulting from:

* NRI population requiring trusted partner to manage their property while they are abroad and cannot take care of renting and maintaining the property
* Senior executives having limited time & bandwidth to manage their property
* Senior citizens unable to manage their property

Exponential demand of Paying Guest and Co-living accomodation from the young Indians (15-35 years) forming 35% of the population. The student and young working professionals are fuelling this demand. This sector is gaining widespread acceptance and has resulted in new rental models. Some of the key factors driving this demand:

* Complete flexibility in non asset model. The living space provider provides for plug and play facility with DTH, wifi, food, housekeeping and more inclusive services
* Low deposit and short notice periods, flexibility to move on short notice
* Varied price points and facilites offered by different providers allows the millennials to choose the space as per their preferred lifestyle and affordability
* Community living experience with privacy
* Technology driven experience with online payment options

1. Every business leader has numerous responsibilities, being a leader in the real estate industry, what added responsibilities are you dealing with?

The added responsibilities that come with the Property Management Services provider is the safety and security of the tenants living in the facilities managed by us. We take responsibility of the property maintenance and vetting of tenants on behalf of the property owners hence ensuring that their property asset is secure and maintained at all times.

1. Tell us something about yourself? What inspired you to start your journey in this industry?

The three founders of the company came together to provide property management solutions where we found gaps in following areas:

* The residential tenancy market is full of brokers who let out the property and take no responsibility thereafter. There is a dearth of providers who engage with property owners over long term and provide end to end services like finding tenants, maintenance of the property, managing entry / exit of tenants, adhoc services such as Property tax payment, Khata transfers etc.
* Currently majority of PG’s are run unprofessionally and with lower profitability. By improving basic hygene factors, additional facilities (such as washing machine, fridge etc.) and utilizing technology, we can provide not only a better experience for the PG guests but also improve profitability of the PG operations
* Co-living spaces is a 1Bn $ market with few players operating across India. There is huge potential to tap this market by providing differentiated living at affordable price points

1. Tell us something about **Easyleases Technologies** and what makes it unique in the industry.

This DIPP-recognized startup was founded in 2017 by Manish Gupta, Shital Kumar Bhagat and Senthil Sundaram as they came to recognize a significant gap in comprehensiveness, transparency, property owner focus and execution excellence in the way property management solutions were being delivered. The co-founders collectively have over 50 years of experience across marketing, technology, sales, finance and management in companies such as Microsoft, Accenture, Karvy Wealth, and others.

A horde of property owners still adopt DIY models or engage with brokers to manage their rental properties ending-up draining their time, energy and money. In fact, there exists a huge dearth in awareness and acceptability of hiring a professional property management services(PMS) provider among property owners. On the demand side, there is a definite gap between the expectations of the tenants and the actual living conditions.

It is this gap that Easyleases addresses as an end-to-end PMS provider with relentless focus in fulfilling property owners’ needs & expectations, whilst providing high quality, managed living spaces for tenants. Ranging from furnishing, property marketing & tenant acquisition, legal documentations, tenant move in/out formalities, maintenance, property audit, and more, Easyleases serves as a one-stop solution for all of the property management needs of the owners.

1. What are your key roles and responsibilities as the Founder/CEO of **Easyleases Technologies?**

Key Roles and Responsibilities include manging Business Development, Marketing, Sales, Operations, Finance, Compliance and Technology.The co-founder team work in cohesion to take care of these pillars of the core business

1. Tell us something about your team and the culture of your company.

We have dynamic sales and operations team with focus on customer satisfaction and transparency. Our team follows open communication and and transparent culture at Easyleases. The leadership team follows open door policy and is reachable to each and every member of Easyleases family.

1. What are the key milestones you have set for your company for the year 2020?

We have aggressive growth targets for next year. We target to have 600+ individual properties under PMS and 3,500+ co-living beds.

1. What are the challenges you and you company are facing right now? How are you planning to overcome them?

Amongst the key challenges, funding is the most important and vital for business growth. We are actively looking for equity funding within next couple of quarters which is boost acquisition of new properties, hiring of quality talent and enhance our technology platform to the next level

1. If you want to share a message or give a suggestion to our readers, what would it be?

Engaging a professional property manager will in long run save you money, time and effort so do consider property management services for your secondary properties.

The boom in residential PMS services and Co-living space is yet to take off. Investment in firms in this space would yield high returns. Hence HNI’s should seriously consider diversifying their portfolio by investing in PMS & Co-live providers

**At a glance**

1. **Mission of the Company:**

Complete A-Z provider of seamless & hassle-free residential property management and rental services to property owners, tenants and property advisors.

Largest provider of residential property management and rental services in India over next 5 years through effective use of technology and local ground force.

1. **Company’s tagline: Transforming Living Spaces Through Professional Management & Technology**
2. **Name of the featured Founder/CEO: Manish Gupta, SK Bhagat, Senthil Sundaram**
3. **Link of the official website: www.easyleases.in**

**Answers filled by (Mandatory)**-

Name of the Person:

Designation:

Contact no.: