

ViewIT

Real Estate
Made Easy.



The Problem

Real Estate viewings are proving to be difficult, both for the client and the agent.

Coordinating multiple viewings can be a hassle, especially if it is with different agencies.

Families remain hesitant to leave their homes unless it is absolutely necessary.

ViewIT solves all these problem by bringing the viewing...to you.



As the owner of a real estate agency, I found myself and my sales team at a crossroads.

Adapt in the era of COVID-19, or fold.

With severe movements restrictions in place, we found ourselves sending videos walkthroughs of homes to clients over WhatsApp and successfully negotiating deals this way.

This is when it struck us,
why isn't there a platform that provides just this?
We were unable to find a solution that ticked all the boxes that potential home buyer / tenants truly require.

The Solution

Imagine SnapChat...*for Real Estate.*

Why go for a viewing?
When the viewing *can come to you.*

The **ViewIT-walkthrough** is designed to give the client sufficient actionable intel to make a more *informed decision* about the Property.

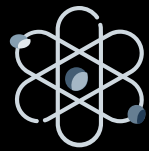
This, in turn, will provide the agent with a *qualified lead* which would incentivize them to provide their best services.

We want to develop cutting edge real technology that feeds the ViewIT real estate portal, providing ViewIT walkthroughs of each listing, uploaded by agents using our innovative new *CRM*.



ViewIT

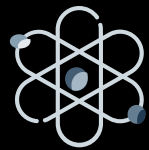
The MVP



A listings database

As we in Dubai lack an MLS,
Portals rely on user contributions.

This means that scaling the product by
signing up agencies is imperative.

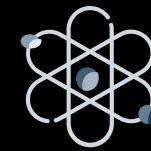


Listing Pages

The ViewIT-walkthrough and property
facts.

We will also provide ViewIT-Metrics; an
automatic home valuation pulled from the
Property Monitor API.

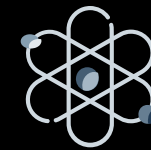
Using this we can offer comparative
pricing analytics.



Robust search

Most Portals offer 2 categories in Search; location and
filters.

We will provide a more intuitive search experience
using Google's Natural Language API;
Cloud Natural Language, taking those pesky filters
out of search.



The CRM

The foundation to our idea. Building
the SnapChat equivalent to a CRM
and bringing this outdated technology
into the 21st Century.



The App

All of these features would be
included on the iOS and Android
applications of the CRM and Portal.

The Market

*Currently, the emirate has a total of 3,680 brokerages, with the number of agents increasing by 4 per cent to 6,473 in 2018.

**”A sluggish market didn’t stop those *[brokers]* in Dubai making nearly \$300m in commissions during the first nine months of 2018 alone, while the countrywide figure could easily be estimated at half a billion dollars.”

According to Owler, Bayut’s estimated annual revenue is \$7,000,000, the second biggest major portal in Dubai.

Each one of these brokerages is signed up to at least one portal which clearly illustrates the need for a more competitive and innovative solution.



*Source: <https://gulfbusiness.com/486-property-firms-dubai-not-renew-licences-2018-report/>

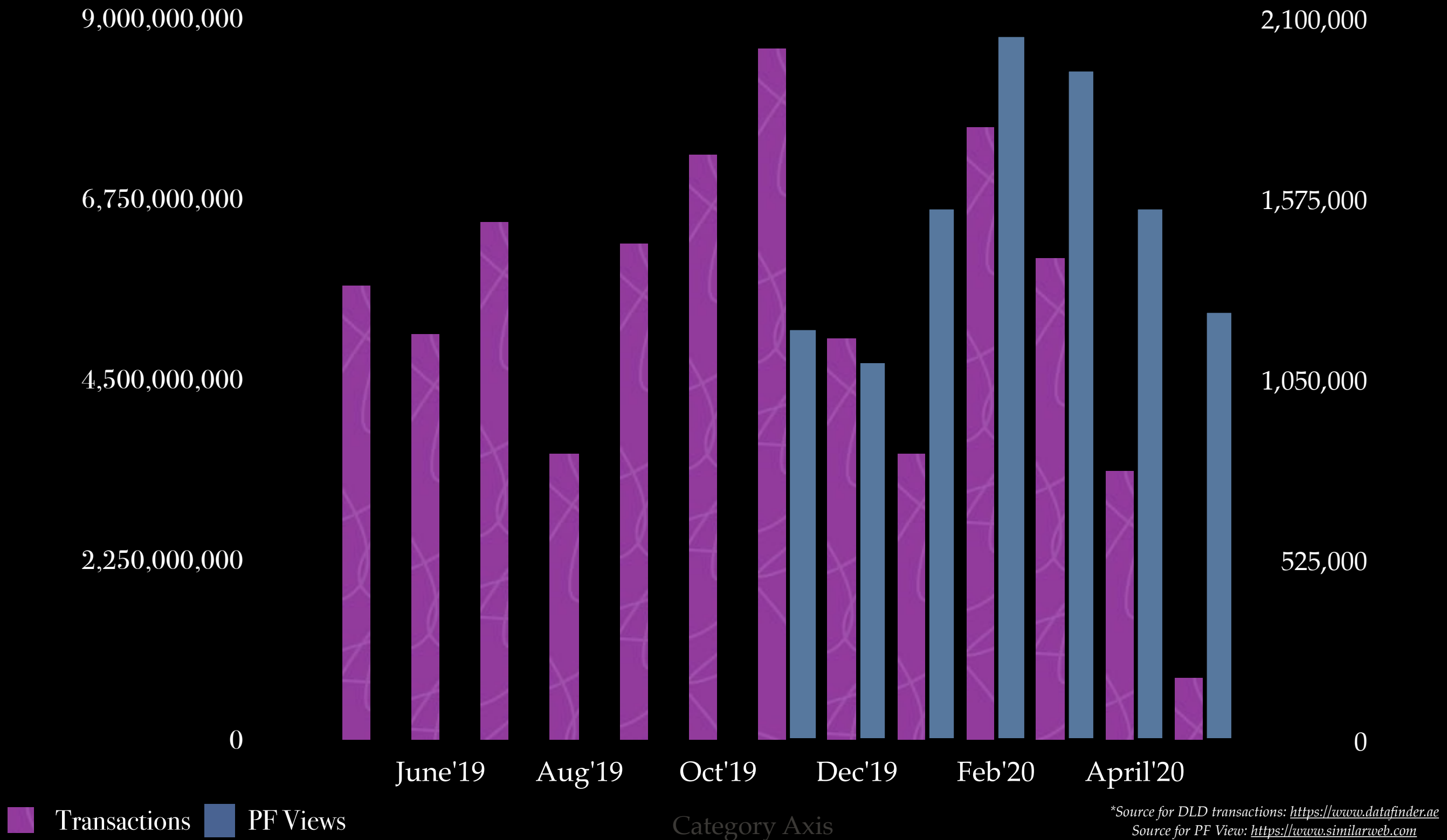
**Source: <https://www.arabianbusiness.com/property/445503-bye-bye-brokers>

ViewIT

DLD Transcations May'19 - May'20

DLD Transactions
(AED)

PropertyFinder.ae Visits



ViewIT

The Real Estate market is resilient and maintains its position as the bluechip industry of the Emirate.

Month	Transactions (AED)	PropertyFinder.ae Visits
May '19	5,677,052,903	N/A
June '19	5,055,615,488	N/A
July '19	6,460,326,376	N/A
Aug '19	3,567,431,949	N/A
Sept '19	6,192,993,953	N/A
Oct '19	7,295,761,676	N/A
Nov '19	8,627,803,787	1,200,000
Dec '19	5,001,687,472	1,100,000
Jan '20	3,568,320,025	1,550,000
Feb '20	7,636,793,012	2,050,000
March '20	6,014,048,555	1,950,000
April '20	3,356,094,696	1,550,000
May '20	785,412,231	1,250,000

Business Model

We plan to distribute this technology to Real Estate brokerages, leveraging on our existing network and based on milestones, expand to international markets.

Subscription Model: We would roll out with a subscription model, charging a monthly fee to use our platform. We would tier the packages, charging more for those that want to increase their visibility by buying feature or premium listings.

CRM Subscription: We would also charge a per user subscription fee to use our CRM, a product that goes hand in hand with the portal. This would ensure a captive audience on both platforms.

We would need to keep on-boarding new Agencies.
The more listings we gain, the more value is added to the platform, the more other Agencies would want to be on it.



ViewIT

Proprietary Technology / Expertise

We plan to develop a revolutionary new CRM - the ViewIT CRM. This innovative new technology will finally *breath life into listings*.

We know what works and doesn't in this market and have identified that, while a Property Portal may be the cladding of a home, the CRM is its foundation.

We would like to leverage on our experience with both the sales and tech side of this dynamic and lucrative industry to build a truly unique product like no one has ever seen.

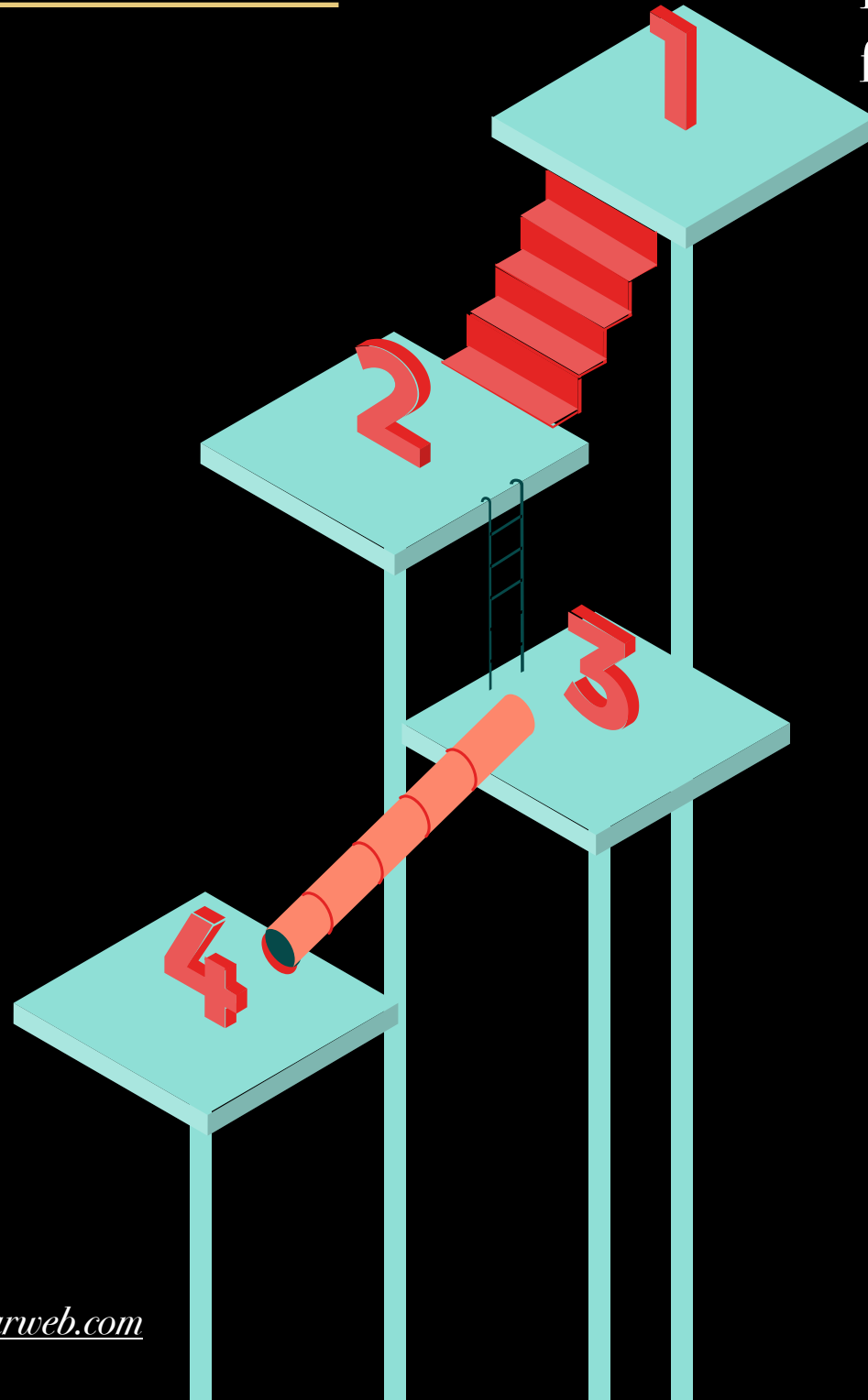


Competition

*
*www.propertyfinder.ae -
Country rank 97*

*www.bayut.com -
Country rank - 91*

*www.dubizzle.com -
Country rank 32*



While these 3 companies have gained a strong foothold in the UAE Property Portal market, there is still a lot of room for disruption.

All three business have identical business models; they charge Agencies a monthly subscription fee to list their Properties on their site.

However, they have failed in one key demographic; supporting the Agent.

We have realized that the key to scaling a Property Portal is to *incentivize agents* to use your products. This is where our revolutionary CRM comes into play.

There is an obvious connection all the portals have missed in the race to the top;
The CRM.

CRMs are slow, cumbersome and inefficient. Listing one Property can take up to an hour if it is done correctly. We plan to *revolutionize* this process with the **ViewIT CRM**.

The whole user experience would take place on the Agents phone.

ViewIT CRM



The Agent would open up the ViewIT App, which would immediately display the ViewIT camera. Think of a SnapChat, Instagram or TikTok story, but for real estate.

They would take a video of the Property, add filters, a soundtrack, narrate over the presentation and add descriptions, all while maintaining their professionalism and ensuring the customer gets the full breath and width of the listing.

The CRM

Once the agent has completed recording and editing the video, they will;

Geo-tag the location of the Property, to provide the client with verifiable data.

Time stamp the ViewIT-walkthrough, adding another layer of transparency.

Enter all the information about the Property such as; Size, Bedrooms and Price.


Once they have captured this information, the listing is ready to be displayed on

ViewIT.ae

ViewIT

Where is the Property?

Are you there now?



Let's Geo-Tag it!



What time is it now?

What's the Size?

Submit

Why Us?



We know through many years of Dubai real estate experience what technology is sticky and what isn't.



We have over 15 years of experience with the local real estate market as well as a strong technical background with the biggest tech companies in the US.



We are entrenched with an established community of agents who are clamoring for change and are eager to adapt to new technologies.



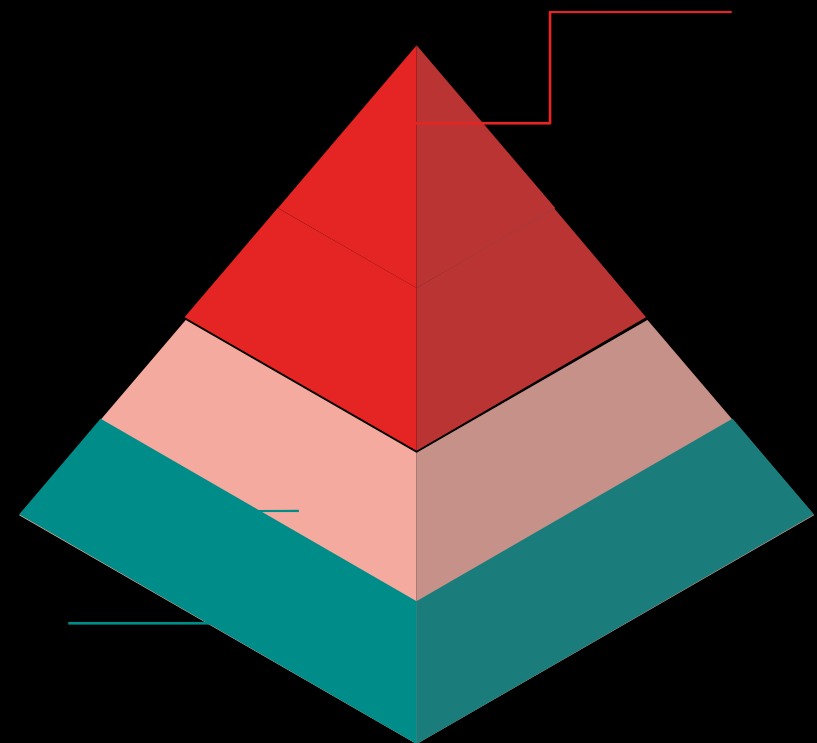
Go-to Market Plan

Real Estate Agencies: the bedrock of Dubai Real Estate. As much as you would like to disrupt this industry, time and again, they have prevailed. If the agent finds value in ViewIT, so will the client. They are the key to scaling this product.

Ads: We will run third party ads **in the videos** which shall provide an additional revenue stream for the company. This can be difficult to do on the existing medium of pictures, but with video, this is standard practice.

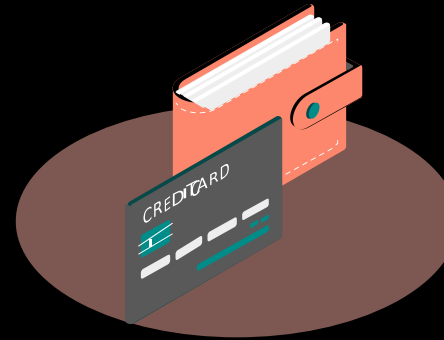
We will provide the lowest CPL (cost per-lead) to the Agency while maintaining the highest standard for delivering qualified leads.

As Users start to use the service, we would launch version 2.0 which would include connecting to all the utility services as well as rolling out our patented new technology; **Kalam*.



Version 1.0 would be the MVP – the barebones ViewIT app and web portal to fill the gap in the market.

Fundraising & Milestones



35% Front End Development

55%
Backend
Development

We would like to raise \$1m to fund the development of the portal, hire a front-end team in Dubai to develop the UI & UX and we would outsource the back-end team to manage and maintain the engine of the portal and app.

The remaining money would be spent on a small sales team to sign up brokerages and advertisers to the platform as well as running digital marketing campaigns to promote the brand.



10% Digital Marketing

Founding Team



Farhan Junaid has over 15 years of experience running a real estate agency and is one of the few that has been there since the inception of the industry 2005. He has survived two global recessions and learnt that digital solutions are of paramount importance when navigating turbulent waters.

BA from York University

Key Skills: Leadership, Marketing, Product, Sales.



Salman Qadri was a Product Manager at Google responsible for delivering Firebase SDKs that felt like a unified product from a single company.

Former principal engineer at Yahoo, Microsoft and MathWorks

MS EE from USC

Key Skills: Firmware, Hardware, Backend, Analytics.

ViewIT

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