

Buysel.in

This document outlines the structure, monetization strategy, unique features and market positioning of a real estate platform founded by Saied Muhammed . The platform enables users to **buy, sell, rent and lease** various types of properties, while also offering a unique **scrap/e-waste resale** section. The business model is designed around **platform fees only**, enabling commission-free, direct dealings.

- **Name:** Buysel.in
- **Industry:** Real Estate and Online Marketplace
- **Business Model:** B2C and B2B (buyers/sellers, agents, property owners)
- **Platform Type:** Website now ,Web application (mobile optional in future)

Key Offerings

- Buy, sell, rent, lease properties (residential, commercial, land etc.)
- Scrap and e-waste reselling section
- No commission on transactions
- Per Year listing fee for users
- Agent registration with two plans:
 - ₹5,000: Basic profile listing and promotion
 - ₹15,000: Admin panel access to manage property listings directly

Revenue Model

- ₹5,000 per listing (property owners)
- ₹5,000 per agent basic registration
- ₹15,000 per agent premium registration
- Optional future streams:
 - Featured listings or home page ads
 - Verified tag/priority search exposure
 - Lead generation service fee

Unique Selling Points

- Zero commission model
- Direct contact between buyer and seller
- Option for resale of e-waste and scrap, a unique vertical
- Affordable, fixed-fee model for agents and sellers
- Flexibility and admin access to agents (premium plan)
- User-friendly web portal

Competitor Analysis

1. 99acres

- **Strengths:** Established brand, strong listing base, wide reach.
- **Weakness:** Commissioned services, complex packages, more beneficial to larger agents.

2. MagicBricks

- **Strengths:** Heavy traffic, multi-service offerings.
- **Weakness:** Listing often restricted by budget tiers, focused on bigger developers.

3. NoBroker

- **Strengths:** Direct dealing concept.
- **Weakness:** Subscription-heavy, backend support cost passed to users, limited to urban regions.

4. Housing.com

- **Strengths:** Advanced tech, UI, rental services.
- **Weakness:** Lack of personalized support for small agents, lesser visibility to owners.

5. OLX Property

- **Strengths:** Free listing, huge user base.
- **Weakness:** Lack of authenticity and category-specific tools.

Our Edge:

- Only ₹5,000 platform fee
- Direct contact
- Niche add-on of scrap resale
- Admin dashboard for agents (₹15,000 plan)
- Transparent, small-business friendly

8. Marketing & Growth Strategy

- Local SEO optimization for city-wise property search
- Paid promotions (Google, Meta ads) targeting:
 - Property owners
 - First-time buyers
 - Small and mid-level agents
- Collaborations with local agents
- Online events and webinars for sellers/agents
- Referral program for agents and sellers

9. Scalability Plans

- Mobile app (Android + iOS)
- AI-based property recommendations
- Verified tag for agents/sellers
- Geo-based property filters
- Franchise model for local area partners

11. Financial Projection (1 Year)

Item	Estimate (INR)
Initial Listings (1000 x ₹5,000)	₹50,00,000
Agent Basic Plan (100 x ₹5,000)	₹5,00,000
Agent Premium (100 x ₹15,000)	₹15,00,000
Total Gross Revenue	₹70,00,000
Estimated Expense (Dev, Hosting, Marketing)	₹20,00,000
Net Projected Profit	₹50,00,000

12. Investment Opportunity

We are currently seeking seed funding to:

- Expand agent acquisition efforts
- Boost regional marketing
- Develop the mobile app version
- Hire a lean technical team

Ask to Investor

- **Investment Sought:** ₹25–30 lakhs
- **Equity Offered:** Based on mutual discussion
- **Use of Funds:** 40% marketing, 30% product dev, 20% operations, 10% contingency

Features can be implemented

1. Verified Property & Owner Badge

- **What it is:** Properties and owners go through a verification process and receive a “Verified” badge.
- **Benefit:** Builds trust among buyers and tenants. Investors see credibility and user retention.

2. Virtual Property Tours (360° View / Video Walkthrough)

- **What it is:** Property listers can upload a 360° tour or video walkthrough of their property.
- **Benefit:** Helps remote users visualize the space. Reduces time-wasting visits. A premium feature for agents.

3. Smart Recommendation Engine

- **What it is:** Recommends properties based on user behavior, preferences, budget and location.
- **Benefit:** Increases conversions. Great talking point for investors looking for tech-driven platforms.

4. Legal & Document Support Add-on

- **What it is:** Connects users with partnered legal professionals for agreement drafting, verification, etc.
 - **Benefit:** Adds trust & safety. New revenue channel via service fee or legal partnerships.
-

5. Booking Property Visits Online

- **What it is:** Buyers or renters can schedule a visit through the platform.
- **Benefit:** Streamlines the process. Agents love it. Also useful data for CRM tracking.

6. Agent Dashboard Analytics

- **What it is:** For ₹15,000 agent accounts, give dashboard insights like:
 - Listing views

- Leads generated
 - Best-performing properties
- **Benefit:** Makes agents feel empowered and in control. Helps with retention of premium plans.

7. E-Waste & Scrap Collection Pickup Service

- **What it is:** Tie-up with local recyclers to offer pickup of resellable scrap listed on the platform.
- **Benefit:** Adds a green angle. Investors love sustainability. Could be monetized or sponsored.

8. “Coming Soon” Property Sneak Peek Section

- **What it is:** Showcase properties before they go live. Only accessible to registered users.
- **Benefit:** Encourages sign-ups. Great way to build hype and urgency.

9. Referral Program for Users and Agents

- **What it is:** Give rewards for bringing new buyers, sellers, or agents to the platform.
- **Benefit:** Helps you grow organically. Also keeps users engaged.

Ways for make listing

1. Emphasize the Core Benefit

Highlight your biggest advantage:

“No Commission – Direct Deals – Flat ₹5000 One-Time Fee”

Show potential users how much they save compared to brokers.

Example:

If property price = ₹50,00,000, broker commission (2%) = ₹1,00,000

Your fee = ₹5,000 → They save ₹95,000!

2. Launch a Strong Intro Offer (Without Removing Fee)

- Offer Add-On Benefits Free for Early Users, not fee waiver.
Example:
- Free featured listing for 60 days
- Free social media promotion
- Free WhatsApp lead alerts
- Free scrap resale posting
- Badge: “Founding Member” for trust

3. Create Content That Proves Value

Since you don't have real testimonials yet, use educational content:

- “Why Paying Commission is a Waste – and How to Avoid It”
- “Flat Fee vs Commission: How Much You Save”
- Post this as blogs, social media posts, short videos.

4. Target Local Sellers and Agents First

- Visit or call 10-20 local agents → Explain that they can:

- Get an online presence
- Showcase multiple properties
- Get direct leads
- For early traction, you can give:
 - Free extra listings (e.g., pay ₹15,000 → list 20 properties instead of 10)

5. Use Facebook & WhatsApp

- Join local real estate groups → Share posts like:
 “Tired of paying ₹1,00,000 commission to sell your home?
 List on our site for ₹5000 – Direct buyer contact, lifetime listing.”
- Provide WhatsApp support for listing so it’s easy for them.

6. Add a Simple Lead Magnet

On your site:

“Get Free Price Estimate of Your Property – Enter Details Below”
 Collect their details → Offer them the listing option right after.

7. Build Social Proof Without Testimonials

- Show numbers:
 “20+ agents registered”
 “100+ properties coming soon”
- Highlight features with screenshots to look active and trustworthy.

Types of Exclusivity in Real Estate Platforms

1. Soft Exclusivity (Recommended for Your Platform)

- The property is **only listed on your platform**, not on other websites, for a set time (e.g., 30 days).
 - **Owner can still sell on their own (through friends, personal network)** if they find a buyer.
 - **Why recommended?** Owners feel comfortable because they still have control. They trust your platform more since you're not restricting them completely.
-

2. Full Exclusivity (Strict Agreement)

- Owner **cannot sell through any other source** (even personally) during the exclusivity period.
- If they do, they **breach the agreement** and may face a penalty.
- **Why not ideal initially?** Hard to convince new users to accept this unless you guarantee quick sale and strong benefits.

Quick Terminology

- **Platform Fee:** What user pays to list or register (your core revenue today).
- **Exclusive Upgrade Fee:** Extra amount paid for premium visibility + exclusivity benefits.
- **Success Bonus (optional):** Additional fee paid only when a deal closes (used in Full Exclusivity models to align incentives).
- **Add-on Services:** Paid extras (legal docs, marketing boosts, scrap pick-up, etc.).

Seller/Owner Fee Structure

Plan	Listing Allowed On Other Sites?	Can Sell Privately?	Fee	Benefits
Standard	Yes	Yes	₹5,000	Basic listing, 90 days visibility, email/phone leads
Soft Exclusive	No (other portals)	Yes	₹8,000	Priority placement, Exclusive badge, WhatsApp lead alerts, promo boost
Full Exclusive	No	No	₹12,000 + success bonus	Top placement, social ads, agent assist, legal support

Agent Fee Structure

Plan	Annual Fee	Properties Included	Exclusivity Role	Benefits
Basic Agent	₹5,000	Profile only	None	Contact display, directory listing
Premium Agent	₹15,000	Up to 25 properties	Can list Standard & Soft Exclusive	Dashboard, lead reports
Exclusive Partner Agent	₹25,000–₹40,000	Up to 100 properties	Eligible for Full Exclusive deals	Featured agent, regional priority, co-branding

Company Revenue Streams by Exclusivity Model

Standard Listing (₹5,000)

- One-time fee.

- Low support cost.
- Scales with volume.

Soft Exclusive Listing (₹8,000)

- Higher fee for limited marketing boost (featured slots, weekly social post, WhatsApp alerts).
- Good profit margin because extra cost is controlled.
- Builds brand trust: “[YourName] Exclusive.”

Full Exclusive Listing (₹12,000 + Success Bonus)

- Upfront fee helps cover premium promotion.
- Optional **success bonus** (choose one model):
 1. Flat ₹10,000 on successful sale; or
 2. 0.25% of sale price (capped at ₹50,000); or
 3. “Pay only on success” model to attract big-ticket sellers later.

Recommendation for early stage: Use a **capped flat success bonus** so amounts stay predictable.

Buyer-Side Monetization Options

Buyer Feature	Free or Paid	Suggested Price	Notes
Save Searches & Alerts	Free	—	Boosts signups.
Early Access to Exclusive Listings	Paid	₹499/month or ₹999/year	24–48 hr early view window.
Buyer Premium Pass	Paid	₹1,999 one-time	Includes shortlist consultation + legal doc discount coupon.
Scrap Pickup Coupon (Bundle)	Paid Add-on	₹299–₹499	If buyer is renovating a resale home.
Document Review	Paid	Pass-through to legal partner; you take margin.	

For Owners

1. Fill listing form.
2. Choose plan: Standard, Soft Exclusive, Full Exclusive.
3. Pay online (UPI, card, netbanking).
4. Upload docs; system holds listing in “verification pending.”
5. Admin review → Publish.

For Agents

- Register agent profile.
- Submit licence/RERA ID (if available).

- Choose Basic or Premium; pay.
- Dashboard unlocks after manual approval.

For Buyers (Premium)

- Browse free.
 - See “Exclusive listings – unlock early access.”
 - Sign up → Pay subscription → Access full details sooner.
-

9. Policy Language You Can Use

Soft Exclusive Agreement (Seller)

“I agree not to list this property on other real estate websites for 30 days from the date of listing on [Platform Name]. I may still sell the property privately. If sold, I will update status within 48 hours.”

Full Exclusive Agreement (Seller)

“I agree to market and sell this property only through [Platform Name] for 60 days. I will not list elsewhere or engage other agents during this period. If the property sells during the exclusivity period, I agree to pay the success bonus defined in this agreement.”

How Company Profit Works

Revenue = Listing fees + agent subscriptions + exclusive upgrades + buyer premium + success bonuses + add-on services.

Costs to subtract:

- Hosting & tech
- Marketing (ads, social)
- Support staff
- Verification effort
- Payment gateway charges
- Revenue share to legal or scrap partners

Launch Recommendation (Sequenced)

Phase 1 (First 2 months)

- Offer only: Standard ₹5,000 + Soft Exclusive ₹8,000.
- Agents: Basic ₹5,000, Premium ₹15,000.
- No success bonus yet (keep it simple).

Phase 2 (After 100+ listings)

- Introduce Buyer Early Access (₹999/year).
- Start testing Full Exclusivity with select sellers (invite-only).
- Add success bonus option.

Phase 3 (Growth)

- Exclusive Partner Agent tier.

- Bundled legal packages.
- Scrap recycling tie-ups.