



Local Property
BUY • SELL • RENT • CONNECT

Development Plan

A complete Magicbricks-style platform: website, mobile-friendly web app, agent dashboard, customer accounts, buy / sell / rent, land, Property On Demand and online rental agreements — in one system.

Launch market: Haridwar & Uttarakhand → all of India

Network: individual agents + property agencies

Platform: Emergent AI full-stack web app (mobile-friendly PWA)

Property Marketplace + Agent Management + Rental Verification Platform

1. Logo & branding

Element	Direction
Name	Local Property
Sub-line	BUY · SELL · RENT · CONNECT
Tagline	"Your Property, Your Local Connection."
Colours	Navy blue #0B1D3A (trust, professionalism) · Orange #F97316 (location pin, action, attention) · White
Applications	Website logo, mobile app icon, agent ID card, social media creatives, consistent website design

2. Main website

Section	What it offers
Buy Property	Flats, houses, villas and resale properties
Rent Property	Family, students, working professionals and rooms
Buy / Sell Land	Plots, agricultural land and commercial land
Property On Demand	Customer posts a requirement; relevant local agents receive the lead

Home page: location search, budget filters, property type, bedroom count, map view, latest listings, verified agents and direct enquiry.

3. How the complete system works

A. Customer account

Sign up with mobile OTP. Dashboard shows profile, favourite properties, enquiries, documents and agreements.

B. Agent account & unique ID

Every agent gets an Agent ID (e.g. **LP-AG-10025**), profile, service areas, verified contact details, listings, enquiries and subscription.

C. Property listing

Agents add details, photos, price, location and ownership documents. Listings publish after admin approval, or instantly for approved agents with auto-publish. Owners (customers) who post a property create a **job** that is offered to nearby agents — the first agent to accept gets the owner's details and publishes it.

D. Automatic lead distribution

Matching agents (by area, property type and subscription) get in-app and email notifications. Agents contact the customer and update the lead status in their dashboard.

4. Property On Demand

Requirement form field	Options
What do you need?	Buy · Sell · Rent · Land
Property type	Flat / Apartment · Independent house / villa · Room / PG · Plot / agricultural land · Commercial
Location	City, area or locality (with search radius)

Requirement form field	Options
Budget	Min – max
Additional requirements	Free text

Workflow

- System matches location, property type and budget.
- Only agents eligible by area and subscription receive the lead.
- Agent pipeline: New Lead → Contacted → Visit Scheduled → Negotiation → Closed / Not Interested.
- Customer receives every status update.
- Admin sees duplicate leads and the full distribution record.

Subscriptions give priority and lead access — they must never be advertised as a guaranteed client or guaranteed sale.

5. Rental — complete tenant verification

Step	Stage	Details
01	Tenant registration	Name, phone, email, current address, emergency contact, profile
02	Tenant profile	Student / working professional, single / family, employer, occupation, income range, occupants
03	Property selection	Tenant picks a home and taps “I want to proceed”; agent confirms the request
04	Owner & agent notification	Owner, agent and tenant get next-step notifications; owner approval is recorded
05	Document upload	Identity proof, payslips / income proof, employment details, address proof, references
06	Verification	Identity / document checks, employment verification, authorised police verification workflow
07	Rental agreement	Rent, deposit, lease duration, notice period, maintenance, parties, applicable clauses
08	E-sign & final copy	Tenant signs online (drawn/typed + email code); owner co-signs online; signed copy for all parties

Rental application fields

Section	Fields
Personal details	Full name, DOB, mobile, email, current address
Employment	Employer name, work address, occupation, income, payslip
Family	Total occupants, relationship, dependants
Identity	Aadhaar, passport, driving licence or accepted ID (only type + last 4 digits stored)
Rental history	Previous landlord, address and reference, with consent
Financial	Rent affordability, income proof, deposit status
Verification	Submitted, pending, verified, failed or manual review
Agreement	Rent, bond / deposit, start / end date, conditions and signatures

Sensitive data: Aadhaar, payslips and ID documents are stored only with consent, access control, encryption at rest and retention / deletion rules. The full Aadhaar number is never collected or exposed. An uploaded ID photo does not by itself prove the ID is genuine. Police and identity verification run through an authorised provider or the official process; where online verification is unavailable, a manual / offline review with document upload is used. Stamp duty, registration and e-sign requirements are state-specific — an online signature alone does not make every agreement automatically legally valid.

6. Buy / sell / land listings

Every property has its own detailed page and unique Property ID (e.g. LP-PR-20001).

Residential & commercial

- Listing type: sale, resale or rent · category: flat, independent house, villa, shop, office, warehouse.
- Bedrooms, bathrooms, parking, floor / total floors, furnishing, amenities.
- Built-up, carpet and plot area with unit · asking price, negotiable, maintenance, possession.
- Owner / agent details, verification status, contact options.
- High-resolution photos, floor plan, walkthrough video, supported 360° panorama.
- Exact map pin, nearby roads, transport and amenities · listing / updated date, availability.

Land & plots

- Khasra, khata / khatauni, survey number, plot number, village, tehsil, district, state.
- Area in sq ft, sq yards, acres or hectares · frontage, road access, boundary, land use, irrigation.
- Title / ownership documents, mutation / revenue records, seller authority documents.
- Map location, site and boundary photos, drone imagery where lawful · price per unit, total price, negotiability.

Bhulekh / land records

Land listings link to the relevant state's official land-record portal (Bhulekh is state-wise, not one national database). Where an official or authorised API exists the record / verification status can be fetched; otherwise the agent uploads documents and the admin reviews them manually. A listing is never treated as final proof of title or legal ownership.

360° photos & geolocation

- Multiple angles; supported panoramic images open in a 360° viewer.
- GPS / map pin and address on the property page — showing the exact residential address is optional for owner privacy.
- Google Maps (or a compatible provider) needs an API key and billing setup.

7. Agent subscription packages (proposed)

Package	For	Price	Includes
Basic Agent	New agents	■999 / mo	Up to 10 active listings · basic lead notifications · agent profile & contact management · standard placement
Professional Agent	Active property agents	■2,499 / mo	More listings · eligible area-based priority leads · advanced lead tracking · featured credits · performance analytics
Premium Agent	High-volume agents & agencies	■4,999 / mo	Higher listing limits · enhanced lead-priority rules · featured placement credits · team accounts · advanced reporting & support

Prices and limits are a final business decision. Subscriptions include automatic expiry, renewal reminders, payment history, invoices, failed-payment status and upgrade / downgrade. Payment gateway: Razorpay or a compatible provider.

8. Admin dashboard

Area	Controls
Property management	Approve / reject listings, duplicates, complaints, price changes, verification flags, expired properties
Agents & leads	Agent ID, KYC status, assigned areas, subscription, lead allocation, response times, complaints
Rental & documents	Tenant applications, owner approvals, verification requests, agreement generation, signature status, audit history
Roles	Super admin, area manager, verification staff, support staff
Audit log	Every action recorded — who changed which listing, document or agreement

9. Extra features

- Filters: budget, locality, type, bedrooms, area, furnishing · map / list toggle · saved searches.
- Favourites and property comparison · visit scheduling · agent–customer messaging.
- Email, in-app and optional SMS / WhatsApp notifications · document download permissions.
- Owner approval and offer / negotiation tracking · featured and sponsored placements.
- Fraud reporting, block / report agent, duplicate-listing detection.
- Hindi + English · installable mobile PWA · SEO-friendly property and location landing pages.

10. Technology & phased development

Phase	Scope
Phase 1 — Marketplace MVP	Customer / agent accounts, listings, photos, search, maps, enquiries, admin dashboard, basic subscriptions
Phase 2 — Property On Demand	Area-based lead routing, notifications, agent CRM, customer requirements, subscription-based priority
Phase 3 — Rental verification	Tenant applications, secure document storage, owner approvals, authorised verification, online rental agreement
Phase 4 — Advanced tools	State-wise land-record integrations, 360° viewer, advanced analytics, expanded verification services

Production needs a secure database, image / document storage, authentication, payment gateway, maps, backups and verification providers configured properly. Budget and timeline depend on the integrations chosen.

11. Decisions taken

Decision	Choice
Launch market	India — Haridwar / Uttarakhand first, then all of India
Agent model	Individual agents + property agencies
Platform	Emergent AI — full-stack website / web app, phased development

Current build status

Module	Status
Marketplace, search, property pages, maps, enquiries, admin	Built
Agent IDs, plans, lead routing, CRM pipeline, field-staff tracking	Built (payments in demo mode until Razorpay keys)
Owner → agent property jobs (first to accept)	Built
Rental application, documents, verification, agreement, online e-sign	Built (manual verification until a KYC provider key is added)
Bhulekh portal links / Landeed record fetch	Portal links built; Landeed fetch activates with its API key
Hindi / English, PWA	Built

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