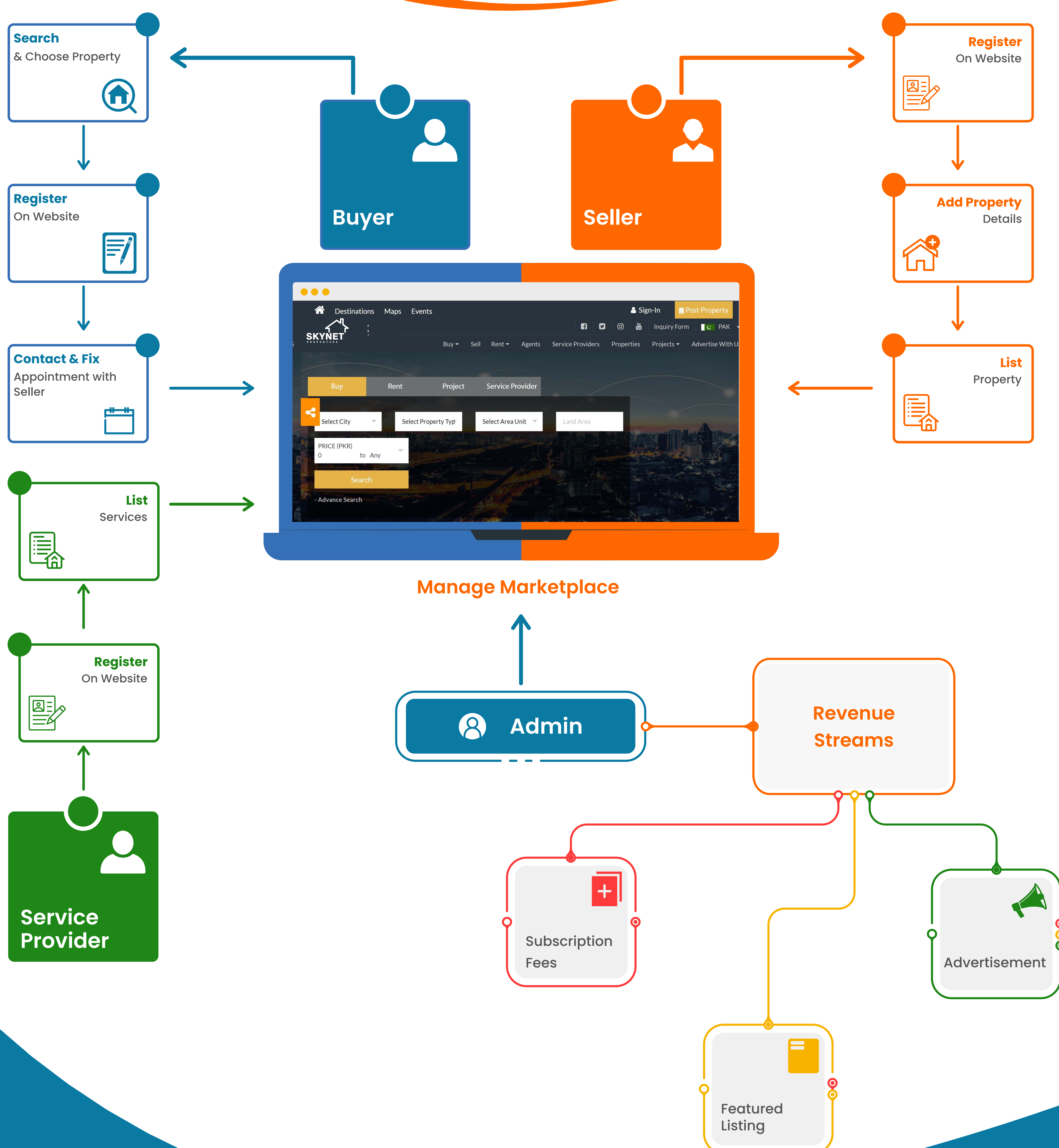


In a technology-driven world, people prefer shortlisting property online to save the time and efforts of visiting every property and later selecting the best out of the list. Online Real Estate business models are witnessing impressive growth from past few years. A major reason behind the growth of Real Estate Websites is that customers trust these Websites to be a reliable source of information.

Property Marketplace / Website may not be a new business idea but after checking and analyzing the market trend, it has a secure and promising future. Those who are planning to start a Property Marketplace / Website, there is a huge scope. Entrepreneurs need to keep in mind the latest technology and tactics involved in building a formidable Real Estate Solution.

Skynet Solutionz, have carefully analyzed and developed Online Property Marketplace Solution with its basic business model; connecting property Buyers with Sellers along with all the vital aspects which will give you an insight into the business before starting it.

SKYNET PROPERTIES BUSINESS MODEL



SKYNET PROPERTIES FEATURES



KEY PARTNER

- Real Estate Builders
- Property Owners
- Real Estate Agents
- Service Providers
- Technology Partner



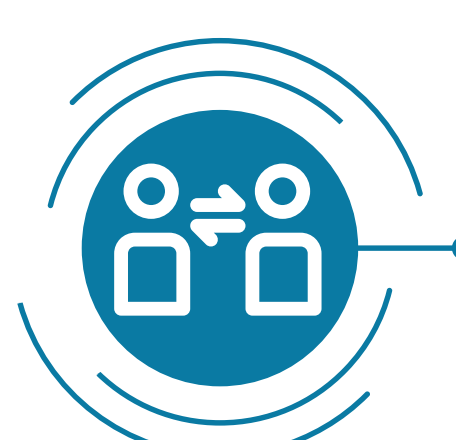
KEY ACTIVITIES

- Manage Property Listings
 - Review, Accept and Reject Listings
- User Management
 - Manage registered Sellers and Buyers on Website
- Comprehensive Advance Search
- Featured Section
- Products & Services
- Property News / Alert
- Manage Advertisements
 - Manage advertisement requests, set up On page Ads
- Assistance to Customers
- Marketing Activities



KEY RESOURCES

- Online Website to Manage Property Business
- Marketing & Sales Team
 - Those who engage and interact with Sellers and Real Estate Builders to list their properties on the Website



CUSTOMER RELATIONSHIPS

- Home Loan Provision and Help
- Real Estate Newsletter / Magazine
- Free Real Estate Consultation
- Feedback & Reviews
- Area Guides
- Market Trends
- Maps
- Blog
- Social Media
- 24/7 Customer Support



VALUE PROPOSITION

- Connect Property Buyers with Sellers
- Help in Making Informed Decision
 - Reviews and ratings given by other users will help buyers in making decisions
- Convenient Way of Finding Property
 - Easy and time saving
- Economic Way of Searching Properties
- Compare Property Prices



CUSTOMER SEGMENTS

- Property Buyers
- Property Sellers
- Property Renter
- Real Estate Investors



MARKETPLACE COMPONENTS

- Website
- Mobile Applications – Android & iOS (Optional)



COST STRUCTURE

- Technology Cost
 - Website development and maintenance cost
- Cost of Human Resources
 - Employee salaries & training cost
- Advertisement Cost
- Cost of Operations



REVENUE STREAMS

- Property Listing Fee
 - The Website can charge Sellers for listing their Property on the Website
- Affiliate Advertisement
- On page Advertisement
- Feature Property Listings
 - Paid Listings
- Registration Fee
 - The Website can charge fee for registering as a Buyer or Seller on the Website