

# Investor Tech Workflow: From Buyer Demand to Real-Estate Transactions

A simple operating view of how PropMatters can use AI to reduce manual brokerage effort, qualify demand faster, and scale developer distribution across cities.

## Core Platform Workflow

- 1 Demand Capture**  
Leads enter from website, campaigns, partner uploads, developer campaigns, referrals, and offline lists.
- 2 Buyer Intent Profile**  
Captures budget, location, property type, timeline, financing readiness, family needs, and urgency.
- 3 AI Match Engine**  
Matches buyers with relevant inventory instead of pushing random projects or spam calls.
- 4 AI Nurture Layer**  
Explains options, answers common questions, captures objections, and qualifies readiness.
- 5 Trust + Human Handoff**  
High-intent buyers go to internal teams, certified partners, builders, or bank/loan partners.
- 6 Transaction Follow-through**  
Site visits, documentation, financing, booking, commissions, and next-step reminders.
- 7 Feedback Loop**  
Every call, objection, match result, and conversion improves the next recommendation.
- ✓ Outcome**  
A repeatable developer distribution engine with measurable lead-to-transaction visibility.

**Investor lens: automate 90–95% of repetitive qualification and follow-up work, while keeping humans for the 5–10% where trust, negotiation, and closure matter most.**

Lower CAC

Faster Qualification

Better Matching

Transaction Visibility

# Technology Stack, Roadmap & Defensible Advantage

PropMatters should validate revenue and lead economics first, use available AI tools initially, and then build proprietary layers where scale creates cost advantage and defensibility.

## Four Operating Layers

### 1. Data Layer

Buyer leads, developer inventory, partner ownership, interaction history, consent/source, duplicate checks, and transaction status.

### 2. AI Layer

Buyer-project matching, lead scoring, conversation scripts, AI-call summaries, objection detection, and disclosure tests.

### 3. Operations Layer

Internal CRM for follow-ups, site visits, handoff, performance metrics, and revenue tracking.

### 4. Partner Layer

Certified partners upload leads, receive qualified leads, follow protocols, track payouts, and renew tiers.

## 0–90 Day Execution Roadmap

### 0–30 DAYS

Confirm market, upload inventory, define buyer fields, import 100–200 leads, prepare AI scripts.

### 31–60 DAYS

Launch internal CRM workflow: capture → qualify → match → nurture → handoff → close.

### 61–90 DAYS

Run AI disclosure A/B test; measure qualified leads, site visits, conversion time, human touches.

## Build vs Buy

- Use AI calling tools first.
- Build after economics are proven.
- Own matching + partner OS.

## Moat

- Buyer-intent data.
- Repeatable AI sales process.
- Certified partner workforce.

## Trust Layer

- Secure data handling.
- Lead ownership rules.
- Transparent dashboards.

**Positioning line: PropMatters is building India's AI-powered developer distribution and transaction OS — helping buyers find the right property, developers get qualified demand, and partners close faster with less manual effort.**