

INDIA'S FIRST PROPERTY DIRECTORY

Property Adviser was started to address the problem of non-availability of **verified and up-to-date** information about residential real estate construction activity. Though many construction houses and independent builders (aka project owners) list their projects on realty portals, the information available is not enough to take a decision.

Once listed on realty portals, the project information is rarely updated. For example, the number of units available for sale in a project and the current price is rarely updated. The challenge of duplicate listings and projects that are sold out add to the chaos while searching properties online.

Ravi Kumar Bandlamudi (Ravi) saw the opportunity that bridges these gaps and founded Property Adviser in June 2015. Later, Mrs Anupama Bandlamudi joined him as a co-founder.

ABOUT PROPERTY ADVISER

Property Adviser is a directory of real estate projects with intuitive search filters geared for home buyers. It gives first-hand, verified information to all users on every residential project that is under construction or ready for occupation in Hyderabad. The website contains more than 2200 projects and has about 1000 unique visitors every day.

PROPERTY ADVISER METHODOLOGY

The listing of a project starts when the Property Adviser teams visit and collect the information from the realtor and tour the sites. They take photographs and collect the details about the stage of construction, floor plans, amenities, number of available units, and so on.

After the property is listed, the team visits the site every month to capture the progress of the project as well as the surroundings. The project's page and Property Adviser blog pages are updated with the information gathered from these field visits.

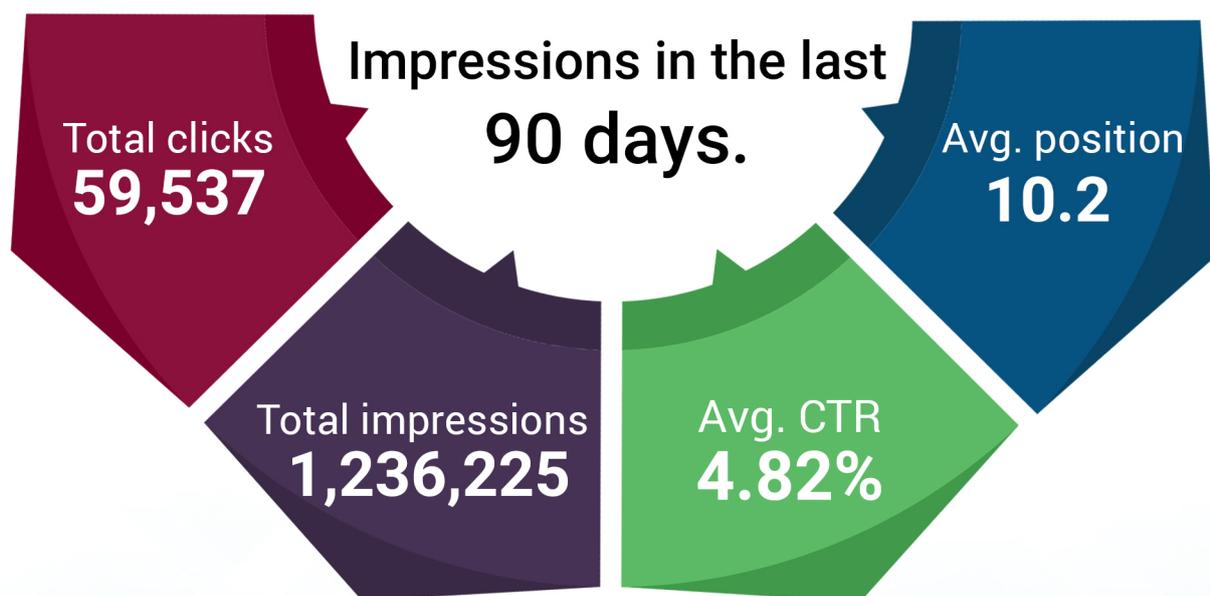
Property Adviser team is testing RAISE (Real Estate Analytics Intelligence Smart Engine), the data-driven platform for the real-estate sector. The platform offers data-driven real-estate intelligence to buyers, sellers, builders, brokers, bankers, investors, and so on.

MILESTONES

-  2015 - Ideation Stage
-  2016 - Started operations in March in T-Hub, Hyderabad as Nextgen Property Advisers Pvt. Ltd, a technology company using big data and operating in the real estate sector.
-  2017 – Website's beta version launched for users.
-  2018 – More than 1000 unique visitors every day. Featured in Startup Hyderabad website.

HIGHLIGHTS OF PROPERTY ADVISER'S JOURNEY

- ✓ 100% project coverage: 2200+ Projects from 140+ Areas are available on the portal with 15000+ updates.
- ✓ 2150+ builders are registered on our portal.
- ✓ 12000+ subscribed user base growing at 30-40% month-on-month.
- ✓ Contributes extensively to the digital real estate initiative which is in line with central government's "Smart Cities and Digital India Initiatives."
- ✓ 2,30,000 user sessions recorded in Google Analytics in the last 6 months.
- ✓ Our Average Google Organic search position is 10.2 out of 12.36 Lakh



ABOUT THE FOUNDERS



RAVI KUMAR BANDLAMUDI

Mr Ravi Bandlamudi is the founder of Property Adviser. He worked with MNCs in the IT industry for over 16 years across India, Singapore, and the USA.

After returning to India in 2010, Ravi decided to follow a semi-entrepreneurial path by starting a real estate franchise with REMAX, a US-based company in real-estate sales. The franchise helped Ravi understand the gaps and the opportunities, and he went on to launch Property Adviser in 2015.



ANUPAMA BANDLAMUDI

Anupama Bandlamudi was a homemaker and turned entrepreneur when she started and held a real estate franchise of REMAX for five years. Later, she joined Ravi to launch Property Adviser in 2015.