



Maven Styles
A DEXTERITI COMPANY

[FULL-FEATURED PROPERTY SALES & MANAGEMENT ERP]



PROPOSAL: FULL-FEATURED PROPERTY SALES & MANAGEMENT ECOSYSTEM

Date: July 21, 2026

Version: 1.0

1. Executive Summary

In today's fast-paced real estate market, managing sales manually through spreadsheets leads to data fragmentation, payment tracking errors, and missed opportunities with external dealers. This proposal outlines a comprehensive, cloud-based ecosystem designed to digitize your entire operation: from the moment a unit is booked to the final installment receipt, and from inventory management to showcasing properties on a public marketplace.

Our solution is a dual-system architecture:

1. **Admin Back-Office (The Management Hub):** A powerful internal system to manage bookings, installment plans, accounting, and documentation.
2. **Public Marketplace (The Storefront):** A responsive, Bootstrap-based website to list properties and provide portals for internal sales teams and external estate dealers.

This system is designed to provide **unique QR codes for every customer record**, enabling instant, mobile-friendly access to payment histories and digital certificates. All records are printable in **Excel and PDF**, ensuring you are always audit-ready.

2. Understanding the Core Challenges

We recognize the specific pain points this proposal addresses:

- **Fragmented Data:** Customer details scattered across WhatsApp, notebooks, and isolated Excel files.
- **Manual Receipting:** Risk of calculation errors in installment plans (late fees, taxes) and time spent writing manual receipts.
- **Lack of Transparency:** External estate dealers have no real-time visibility into their commissions or project inventory.
- **Documentation Delays:** Slow generation of booking certificates and NOCs.
- **Reporting Gaps:** Difficulty generating instant Trial Balances or Profit & Loss specific to a project.

3. Proposed Solution: The Integrated Ecosystem

We propose a unified **Property Sales Management System (PSMS)** connected to a **Public Property Marketplace**.

Part A: Property Marketplace Website

A fully responsive (Bootstrap 5) public-facing website that acts as your digital storefront.

Part B: Operational Back-Office

The engine room where your team manages the entire lifecycle of a property sale.

4. Detailed Feature Catalogue

Module 1: The Marketplace (Public & Role-Based UI)

Built with **Bootstrap 5**, fully responsive for mobile, tablet, and desktop.

- **Property Listings:** Grid/list view with high-res images, virtual tours, amenity icons, and Google Maps integration.
- **Advanced Filtering:** Search by price range, type (residential/commercial), size, and project status (available/sold).
- **Accessible Login Sections:**
 - **Sales Team Portal:** In-house agents can view assigned leads, target tracking, and commission calculators.
 - **Outside Dealer Portal:** Registered external agents can view inventory allocated to them, register walk-in clients, and track their exact commission payable (ensuring a secure, isolated view of only their data).
 - **Customer Portal:** Secure login via **QR Code scan**. Customers instantly see their payment plan status, download receipts, and view their digital certificate.

Module 2: Inventory Management

- **Unit Master:** Define projects, towers, floors, and unit numbers.
- **Visual Status Dashboard:** Color-coded grids (Green=Available, Blue=Blocked, Red=Sold, Yellow=Dealer Hold).
- **Bulk Upload:** Import hundreds of units via Excel.
- **Pricing Engine:** Define base price, floor-rise charges, PLC, and hidden handling fees.

Module 3: Booking to Sales Agreement

- **Direct Booking:** Select an available unit, fill in KYC details (Name, CNIC, Phone), and change status to "Booked."

- **Document Generation:** Auto-generate the Booking Form in PDF format with all customer and unit details.
- **Dealer Assignment:** Attach a unique in-house agent code or outside dealer code to the booking for commission tracking.

Module 4: Instalment Plan Engine & Receipting

- **Flexible Plan Creator:** Define plans (e.g., 3 Years Monthly, Possession-Linked).
- **Schedule Generation:** Auto-create a payment schedule (Down Payment + 40 instalments) based on the booking date.
- **Dynamic Receipting:**
 - Select a customer, the system shows the next payable instalment.
 - **Auto-Apply Rules:** Automatically calculate late payment surcharges or early bird discounts.
 - **Print & Digital Receipt:** Issue a cash receipt or bank deposit slip with one click. Auto-log the receipt number.

Module 5: Unique QR Code Ecosystem (The Star Feature)

- **QR Generation:** Upon booking, the system generates a **unique, static QR code** mapped to that customer file.
- **Physical Label:** Print the QR code directly onto the customer's physical file folder.
- **Digital Utility:** Print the QR code on receipts and certificates. A dealer or customer scanning it is taken to a secure mobile page showing:
 - Total unit value.
 - Amount paid vs. amount remaining.
 - Next instalment due date.
 - Download links for digital receipts.
 - **Note:** Sensitive personal data is hidden behind OTP verification for public scans.

Module 6: Certificates & Official Documents

- **Allotment/Booking Certificate:** Auto-generate PDF certificates with property details and a stamped footer.
- **NOC/Completion Certificates:** Upload templates, auto-fill customer data.
- **Transfer Letters:** Manage ownership transfers, maintaining the letter history in one view.

Module 7: Dealer & Sales Team Management

- **Dealer Master:** Database of external dealers with unique codes.
- **Commission Structures:** Define slab-wise commission (e.g., 2% on standard, 3% on premium units).
- **Dealer Dashboard:** Outside dealers log in to see:
 - *My Sales:* Real-time tally.
 - *Receivable Commission:* "You have \$1,500 matured awaiting payment."
 - *Ledger:* Detailed debit/credit history.
- **Hot Inventory:** A section for dealers showing "Quick Sale" units with high commissions.

Module 8: Accounting & Financial Reporting

- **Trial Balance:** Real-time generation filtered by date, showing debit/credit totals for all heads.
- **Profit & Loss (P&L):** Project-wise profitability analysis considering construction costs (manual entry) vs. sales revenue (auto-fetched).
- **Invoicing:** Generate system-based tax invoices for filed returns.
- **Day Book:** Auto-generated log of all financial transactions processed on a specific date.

Module 9: Print & Export Center

Every grid and report in this system features one-click export:

- **Excel Export:** With exact cell formatting and formulas intact for further analysis.
 - **PDF Export:** Professionally formatted reports with your company letterhead.
 - **Bulk Print:** Select 10 receipts and print them in a batch.
-

5. Technology Stack & Infrastructure

- **Frontend (Marketplace & Portals):** HTML5, CSS3, JavaScript, Bootstrap 5 (Guaranteeing mobile-first responsiveness and cross-browser compatibility).
 - **Backend Engine:** Laravel (PHP Framework) / Node.js / Django (High security, fast processing).
 - **Database:** MySQL / PostgreSQL (Robust relational data structuring).
 - **Server:** Cloud Hosting (AWS/Google Cloud) with Auto-SSL, ensuring HTTPS security for all dealer and customer portals.
-

6. Implementation Roadmap

Phase	Duration	Activities	Outcome
Phase 1: Discovery	Week 1-2	Requirement freeze, UI/UX wireframes, database design.	Blueprint sign-off.
Phase 2: Back-Office Core	Week 3-8	Inventory, Customer KYC, Instalment Engine, Receipts, QR Core.	Internal Alpha Testing.
Phase 3: Portals & Marketplace	Week 9-14	Bootstrap Website, Dealer Login, Sales Team Dashboard, Customer Portal.	Beta Testing with key dealers.
Phase 4: Accounting & Reports	Week 15-17	Trial Balance, P&L, Tax Invoices, All Excel/PDF exports.	Data validation phase.
Phase 5: Launch	Week 18-20	Server deployment, historical data migration, staff training, Go Live.	Full System Handover.

Total Estimated Duration: 20 Weeks.

7. Investment & Commercials

(Note: Insert specific pricing based on your location and development costs. Below is a sample structure.)

Item	Description	Cost (USD)
Core System Development	Full-featured Back-office with all above modules.	\$ X,XXX
Marketplace & 3 Portals	Public site + Dealer, Sales, Customer logins.	\$ X,XXX
QR & Document Engine	Dynamic QR generator and PDF auto-print engine.	\$ X,XXX
UI/UX & Bootstrap Design	Custom responsive design for 20+ pages.	\$ X,XXX
Data Migration	Importing existing stock and customer data.	\$ XXX
Total Solution Estimate	One-Time Cost	\$ XX,XXX
Annual Maintenance	Hosting, SSL, Support, Security Patches.	\$ X,XXX/year

8. Post-Launch Support & Training

- **Staff Training:** A dedicated 3-day on-site workshop for your sales, accounts, and admin teams.
 - **Dealer Onboarding:** We will create a 2-minute tutorial video and PDF guide for outside estate dealers.
 - **Support Window:** Priority email/chat support for 6 months post-launch.
 - **Bug Warranty:** 30-day immediate fixing guarantee for any logic errors found post-launch.
-

9. Why Choose This System?

1. **The QR Revolution:** No more shuffling physical files to see a ledger. A simple phone scan reveals the live status—a feature very few local systems offer natively.
2. **Dealer Empowerment:** By giving external dealers a transparent window, you turn passive agents into active, motivated sellers.
3. **Mobile-First Design:** Bootstrap ensures your marketplace looks perfect on mobile, where 80% of property searches begin.
4. **Audit-Ready:** One-click Trial Balance and P&L reports remove the stress from fiscal year-end closing.