



Afghanistan's Property Portal

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one-stop-shop real estate services company

Problems



Solution

- Online, digital, automate, and smart property portal
- Automated operations (messages, forms, and tasks)
- Integration of Facebook page, Website, WhatsApp, Database and CRM
- Beyond just a typical property website



Business Model

Revenue streams:

1. Subscription fees



2. Brokerage commission split (50%)



3. Property Management



4. Attorney



5. Property Development

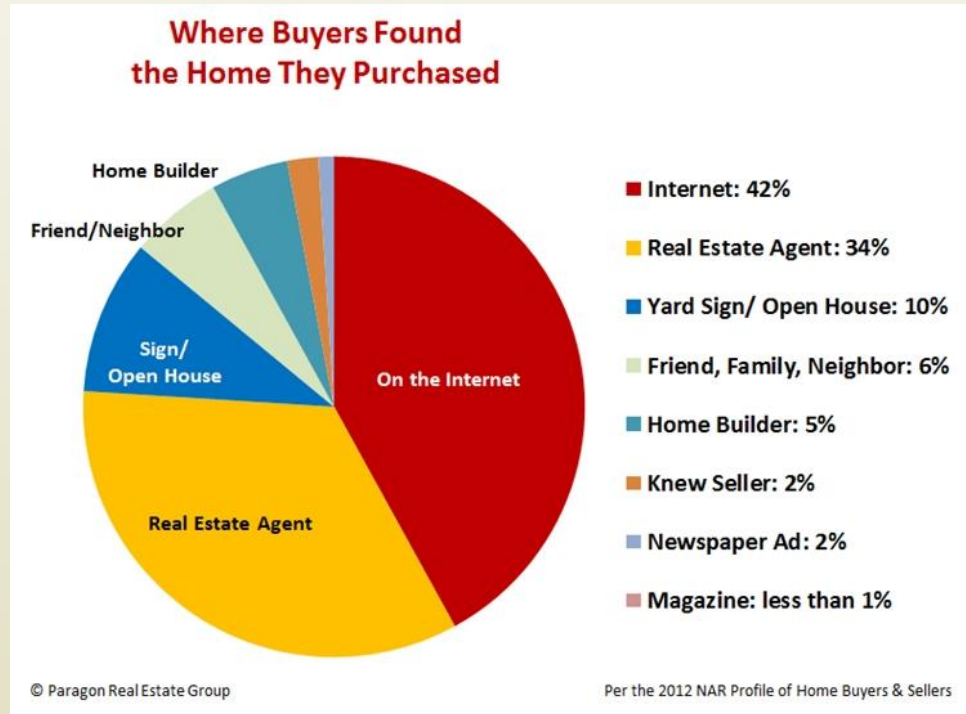


6. Move-in



Why Property Portal?

➤ Transition from traditional phase of brokerage



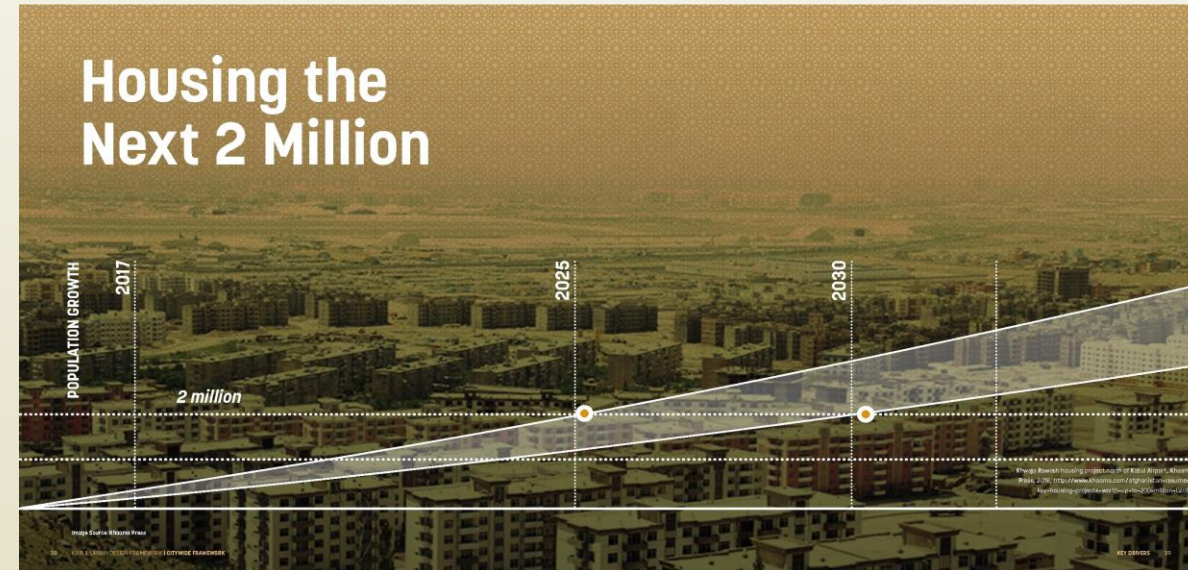
➤ Profitable business in almost every country



➤ Market opportunity

Market

- No well-established property portal or real estate company in Afghanistan
- Afghanistan's population is 31.6 Millions
- More than 4M lives in Kabul city
- 3k+ registered real estate agencies in Kabul city
- Kabul is the fifth fastest growing city in the world. "City Mayor"



One Year's Achievements

- ✓ Partnerships with 20+ local agencies in Kabul city
 - ✓ Cooperated with 100+ agencies
 - ✓ Listed 500+ properties
 - ✓ Served thousands of leads
 - ✓ Closed 20 + sales
 - ✓ Made user-friendly website;
 - ✓ Prepared various forms and use the most recent apps to automate and simplify the operation processes.
- ✓ Gained a good understanding of the nature and trend of the market;
 - ✓ Brand awareness:
 - Our Facebook ads reached more than 500K + users of our targeted audience in Kabul city
 - Have 17K + followers on the Facebook page
 - Have 2K+ subscribers in messenger bot
 - Have customers from foreign countries

Competition



- 420K+ Facebook page like
- Few website operation
- Brokerage only
- No other content
- No other Services
- No CRM
- Few agency partners



- 1.5K Facebook page like
- Property Portal only
- Few agency partners



- 20K+ Facebook page like
- Few properties listed
- No content marketing
- No other Services
- No CRM
- Property portal only
- Few agency partners

Finance

- To start and run our business we invested more than 6,000 USD so far
- Our gross annual revenue is 4,500 USD
- To grow and develop my business I would need 10,000 – 3,0000 USD

Thank You

