

Real-Estate / Marketplace Partner Pack

Listings + leads + NOC compliance + watchman gate, all in WhatsApp

For: Builder, landlord, property portal partner

eMunimJi Enterprise

One-line pitch: WhatsApp + Telegram bookkeeping built for Indian SMBs, societies, and households — voice, photo, PDF and natural Hindi/Hinglish. No new app to learn. ₹999/shop/month.

This document is tailored for **Builder, landlord, property portal partner**. The full 8-page pitch is available at admin.sasbusiness.cloud on request.

Who this is for

You are...	You will recognise this pain	We solve it by...
Society treasurer	Chasing 80 flats every month over WhatsApp. Excel sheets, missed payments, "kab paid kiya?" arguments. AGM is a logistical nightmare — last-minute confusion on date/venue, no RSVPs, handwritten notes lost, decisions disputed, hours spent transcribing minutes for the registrar.	A bot inside your society's WhatsApp/Telegram group that logs every payment, sends reminders, reconciles bank statements, and runs AGMs end-to-end with AI minutes : one-tap RSVP, voice notes auto-transcribed, AI writes the executive summary + decisions + action items + topics in your language (Hinglish stays Hinglish), quorum tracked for §82/§62 compliance, printable PDF ready for the registrar in five minutes.
Kirana / chain-shop owner	Three shops, three notebooks, no single view. "Aaj kitna gaya?" needs a phone call. Staff reviews + vendor reviews happen ad-hoc, no follow-through on action items.	One Business workspace per shop. Cross-shop broadcasts. Meeting OS schedules + records every review meeting, extracts action items automatically. One DM gives you total cash position across every branch.
Joint-family head	Five members shopping on three UPI apps, one shared budget.	Household workspace with per-member spending limits, festival budgets, automatic split bills.
Builder / landlord	Rent-collection from 12 tenants, ad-hoc reminders, no real visibility.	RentCollection workspace with per-flat dues, late-fee rules, Razorpay payment links.
Trip / wedding / construction organiser	Pre-paid contributions, who-owes-whom drift, end-of-project chaos.	Purpose-built workspaces with opening advances, member contributions, hisaab-karo settlement.
Chit-fund / tuition-class operator	Recurring monthly collections, lots of small ledger entries.	Same WhatsApp ergonomics + dashboards + Razorpay collection.

The headline promise (Enterprise tier)

- **Talk like you would to a person:** "200 ka sabzi laya", "5000 udhar Ramesh ne liya", "rent 18000 paid" — in English, Hindi, Hinglish, Kannada, or Tamil. Bot understands.
 - **Voice notes work. Photos of bills work. UPI screenshots work. PDF bank statements reconcile against your ledger.**
 - **Two channels, your choice.** WhatsApp or Telegram — the same bot, the same commands. Telegram unlocks unlimited group buttons and lets the bot auto-remove members when a tenant moves out.
 - **Web dashboard** at admin.sasbusiness.cloud — phone-first, mobile responsive, no app install.
 - ****Unlimited workspaces, unlimited members*, unlimited messages, unlimited LLM, unlimited voice, unlimited exports.**** (*Up to 25 active members per workspace by default; we'll raise it on request.)
 - **₹999 / shop / month**, 30-day free trial, 7-day grace, no setup fee.
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What the property partner & treasurer see

Verified rentals marketplace — no broker fee

!Rentals marketplace: 6 verified listings with photos, BHK, price, NOC-ready badge

Six 2-BHK rentals near the prospect's PIN, all with NOC pre-arranged. Owner chats happen on WhatsApp — bot keeps the lead trail on both sides.

NOC + watchman gate — automated tenant move-in

!NOC document + WhatsApp DM to watchman with tenant details and photo proof

Owner approves move-in → bot generates a sealed NOC, DMs the watchman the tenant's photo + Aadhaar last-4 + mover's vehicle reg → watchman confirms entry with a photo → treasurer + owner notified. The whole move-in is auditable from one conversation thread.

Marketplace (cross-tenant — Phase A)

eMunimJi connects Business sellers to local consumers without a separate app.

For consumers

- **find chai 110001** — hyper-local search across registered Business workspaces in that PIN
- **more / aur** — pagination widens from same-PIN → nearby-PINs → city-wide
- Ranked by **reputation** (conversion rate, response rate, bad-experience rate), seller tier (Enterprise > Pro > Free), freshness

- Two-way consent reveal: buyer expresses interest → seller gets the query → if both agree, contact is shared
- `notify me chai 110001` — registers a **demand signal**; when a matching shop later lists chai in that PIN, both sides get pinged

For Business sellers (Enterprise unlocks these)

- HotList items auto-indexed for marketplace search
- Lead inbox: every "interested" buyer query lands in the seller's DM
- Outcome tags (counter / pass / bought / bad-exp) → fed back to reputation engine
- Nightly reputation rollup (conversion %, response %, BadExp %)
- Demand-signal heat map (empty PIN+category buckets — where to expand)

For the platform (take-rate billing)

- 1.00 % on closed "interested → bought" leads (capped between ₹5 and ₹49 per deal)
- Monthly invoice auto-generated, Razorpay payable
- Trust-and-safety queue auto-triggers if seller's bad-exp rate exceeds 5 %



Real-Estate Market (rental + sale)

eMunimJi has a **Phase 1 rental marketplace** today; full property-listing surface is on the roadmap.

Live today (Phase 1)

- `list rental 2BHK, ₹15k/month, A-Wing` — list a rental
- `list sale 3BHK, ₹85L, A-Wing` — list a sale
- Reference code per listing (`R-XXXXXX`) for tracking
- PIN-scoped search: `find rental 2bhk 560037`
- Mutual-consent contact reveal (buyer interest → seller gets the query → contact swap when both agree)
- `mark rented R-XXXXXX` / `mark sold R-XXXXXX` to close listings
- Listing auto-denormalises owner phone + workspace name + PIN + city

Bundled with Society (live)

- Society treasurer NOC for flat sale / tenant change with pending-dues gate
- Watchman gate verification of new-owner / new-tenant against an active NOC
- Full owner-change DM flow (`owner change A-101 to <Name> <Phone>`)

Roadmap (Phase 2 — Q3 2026)

- Photo upload per listing (5 photos, 8 MB each)
- Haversine distance ranking

- Web listing view (`/rentals?pin=X`)
- BHK / max-rent / amenity filters
- Public listing share links (wa.me / t.me deep links)

Roadmap (Phase 3+)

- Society NOC API for builders / real-estate portals (one-tap NOC validation)
 - GIS map view of available units
 - Verified-owner badge (linked to Society membership)
 - In-bot legal handover document checklist
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Tier comparison at a glance

Capability	Free	Pro	Enterprise
Voice notes	✗	✓	✓
Photos + UPI screenshots	✗	✓	✓
PDF / CSV bank statements	✗	✗	✓
Bank reconciliation engine	✗	✗	✓
Web dashboard	✗	✓ (limited)	✓ (full 7-page)
Excel / CSV export	✗	✓ (WA only)	✓ (Excel / CSV / PDF)
Razorpay payment links	✗	✗	✓
Scheduled monthly reports	✗	✗	✓
Polls (multi-option, secret vote)	✗	✓	✓
Voice notes auto-transcribed	✗	✓	✓
Meetings + RSVP + auto-minutes	✗	✗	✓
🤖 AI-structured minutes (decisions / actions / topics / summary)	✗	✗	✓
Voice → action extraction during meetings	✗	✗	✓
Quorum policy + ✓/✗ quorum-met indicator	✗	✗	✓
Named attendee roster in printable PDF minutes	✗	✗	✓
Multi-tower AGM fan-out + cancel cascade	✗	✗	✓
Anonymous secret-ballot voting	✗	✗	✓
API access	✗	✗	✓
Priority support	✗	✗	✓
LLM (classification + Q&A)	RuleBasedFallback only	1 000 calls / mo	Unlimited
Max members per workspace	5	10	25 (raisable)
Max workspaces	Unlimited	Unlimited	Unlimited
Messages / month	500	5 000	Unlimited
Marketplace take-rate	—	2.00 %	1.00 %
Trial	30 days	30 days	30 days

Capability	Free	Pro	Enterprise
Grace after expiry	7 days	7 days	7 days
Price	₹0	₹299 / shop / mo	₹999 / shop / mo (₹9 999 / yr — 17 % off)

🎯 Why Enterprise wins on Day 1 (the elevator pitch)

1. **Zero install.** Already on WhatsApp / Telegram? You're already running.
2. **Talks Indian.** "200 ka sabzi laya" is a valid command. So is "udhar 5000 Ramesh ne liya" and "1200, 4 mein baant do".
3. **Voice and photo just work.** Send a voice note, send a UPI screenshot — both turn into ledger entries.
4. **Bank statements reconcile themselves.** Drop a PDF, get a matched/unmatched report. Society sees suggested flat mappings; Business sees ledger gaps.
5. **One dashboard for the owner / treasurer.** Phone-first, no app, no learning curve.
6. **Marketplace is a free upsell.** Your Business workspace is already on the marketplace — leads flow in without lifting a finger.
7. **Real-estate isn't an afterthought.** Society treasurers already have NOC + watchman gate + sale workflow. Public listings on the roadmap.
8. 🤖 **AI-powered AGMs.** Talk through your meeting; the bot writes the minutes. Our AI reads the voice-note + typed notes thread and produces a structured **executive summary + decisions + action items + topic headings** — preserving the speaker's language (Hinglish, Devanagari, Tamil — never translated). Combined with quorum tracking + named attendee roster + 🖨️ printable PDF, you have a co-op-society-legal minutes document in five minutes. (*Live today on Enterprise.*)
9. **Data is yours.** Excel / CSV export anytime. We host in India, audit logs forever.

📞 Ready to try?

Live demo (60 seconds):

- WhatsApp: message **+91 98458 77915** with **hi**
- Telegram: open **t.me/eMunimJiBot** and type **/start**

Self-serve 30-day trial: admin.sasbusiness.cloud/TenantRegister

White-glove onboarding (included for Enterprise): we set up your first workspace, import opening balances, and train your first 3 staff over a 30-min call.

Questions? Reply to the WhatsApp / email this PDF was shared on, or reach the team at **admin.sasbusiness.cloud**.

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