



## **HEMA MADHUKAR**

**HEAD - SOLUTION STRATEGY  
5GX GLOBAL FINTECH**

**A**nyone looking to buy a new property must have looked for properties that match their preferences on the Internet. This simple act brings both buyers and sellers of real estate to access information and consult with each other.

In today's digital age the role of technology has transformed businesses from a back-end enabler to an evolving tech-enabled market.

# DIGITALLY EMPOWERED REAL ESTATE ECOSYSTEM

## DIGITAL MORTGAGE TRANSACTIONS HAVE GAINED MOMENTUM

Digital mortgage transactions have gained momentum post covid. As per the KPMG report, 2021 was the year of recovery for real estate in India. Home sales and new launches both registered a boost, with new housing supply standing at 65,211 units by the third quarter—an increase from the 19,865 units launched in the third quarter of 2020.

The pandemic created a huge demand for residential properties in tier 2 cities. Further, infrastructure development, planned connectivity, and ease of living are some of the key features attracting home buyers to these places, which is expected to lead to the sector's growth.

The affordable housing space, benefiting from government incentives, will also be an important contributor to demand. Luxury projects, on the other hand, received a positive boost from increased purchasing power on the back of a rise in unicorns and the booming IT sector.

### DIGITAL CHANNELS



Prefer to fill out the application online

Prefer to submit documents online

(According to Fannie Mae Survey)

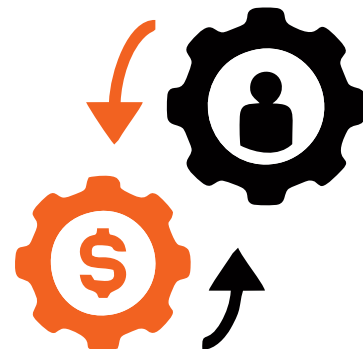
### THE DEMAND AND SUPPLY MISMATCH

The uncertainties caused by the pandemic have accelerated a lot of new trends such as 3D Virtual House Tours, Augmented Reality, Conversational AI, IoT, Big Data, Blockchain, Drone Inspection, and the list goes on.

The post-pandemic real estate market is Bright and Technology is helping it Flourish.

While the markets flourish with

Technology, we cannot deny the fact that there is a gap between demographics and regions to access similar modern tools and technology.



### THE DIGITAL DIVIDE

The Indian home loan sector is severely impacted by "THE DIGITAL DIVIDE".

To illustrate these better, let's look at a real-life example of an individual who goes for a personal loan, he gets the loan disbursed in less than 5 seconds, but when the same individual decides to take up a home loan, he needs to wait anywhere between 53-57 days.

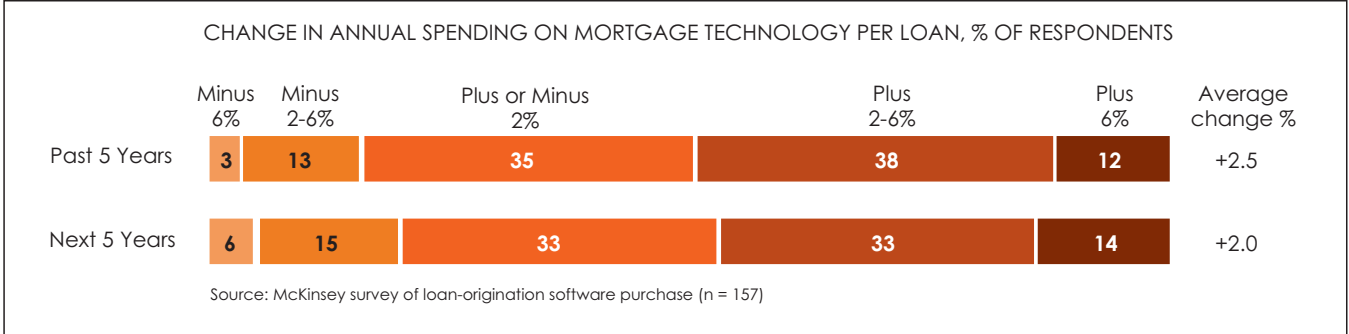
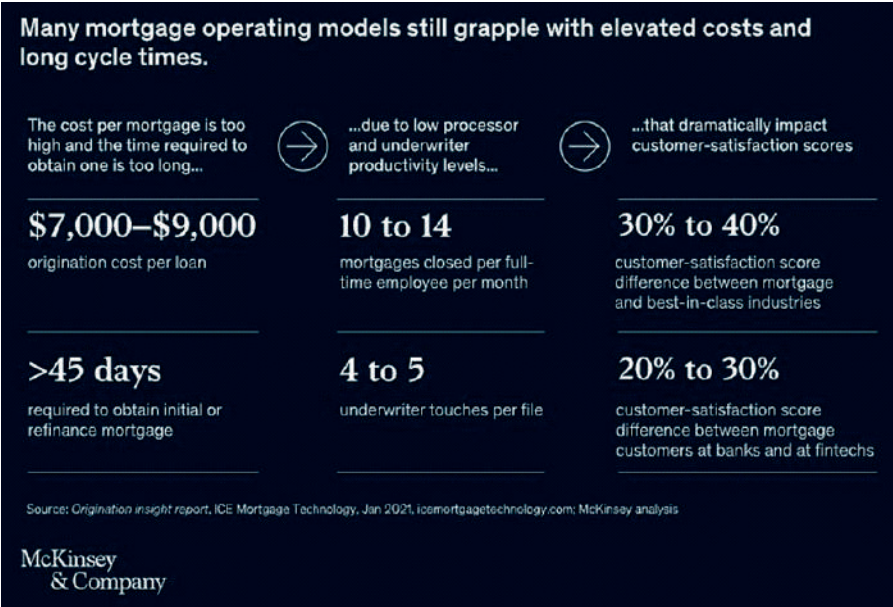
The Financial Institution/lender who can establish the identity, intention, and capability of the individual within

a few seconds for a personal loan, needs so many days to establish the ownership, compliance, and valuation of the Property (Home) to disperse the Home Loan.

The primary root cause for the delay lies in asynchronous, manual, and semi-automated processes involved in the Real Estate Valuation Process.

We at 5gX Global Fintech are insanely passionate about solving this puzzle with the help of cutting-edge technological tools and digital solutions.

**HARNESSING TECHNOLOGY IN REAL ESTATE**



**TECHNOLOGY IMPROVES EFFICIENCY**

One of the main reasons to adopt technology is that it increases efficiency. It can help reduce, and eliminate duplications and delays in the workflow.

**TECHNOLOGY IMPROVES DECISION MAKING**

Technology does not just gather data but actually interprets it. This allows for making smarter decisions. Data is at the heart of every sound decision and technology can provide valuable insights that might otherwise be missed.

**TECHNOLOGY KEEPS OPERATING COSTS LOW**

In Real Estate Business, where TIME is money, Technology significantly reduces time. Consequently lowering labor and energy, ergo reducing operational cost.



## **AUTOMATION SIMPLIFIES BACK OFFICE OPERATION**

Some tasks are often fairly easy, straightforward, and repetitive in nature. These time-consuming tasks are huge opportunity for automation.

When you turn these kinds of tasks over to automation, you're putting human labor to work in areas where it really needs.

A person may find it draining to do the same thing over and over again, but technology can perform repetitive tasks with consistent quality and efficiency.

## **TECHNOLOGY & INDIAN VALUERS**

Slowly but steadily Indian valuers are catching up with the global trend and have actively adapted digital tools and technology to digitize and automate the valuation process.

To start with, Indian valuers use advanced software like Evalo to digitize the Valuation reports and have crossed the 1 Million mark and are setting new benchmarks.

These tools increase efficiency, productivity, and helps take timely business decisions.

## **MILLENNIALS WANT TRANSPARENCY AND CHOICE**

Most of today's homebuyers and sellers are digital natives. As per the National Association of Realtors

Survey, Millennials made up the largest share of home buyers at 43%.

We strive to make the entire home-buying experience easier, by helping consumers connect with the right platform and providing the tools and resources they need to find their perfect home, secure a mortgage, and close the deal.

The Cultural shift, transparency, choice, and attitude toward online buying will all influence the journey toward a seamless digital home-buying transaction.

Our founder, Mr. Sudhakar Vijayasarathy, envisions a "Transparent Real Estate Ecosystem," and all our products are created, crafted, and distributed with this overarching goal in mind.

Success in the digital marketplace will depend largely on Consumers, Lenders, Lawyers, Valuers, and other industry stakeholders coming together and working closely for a better home buying and selling experience.

