PROPERTY DEALING WEB

Prof. Madhavi Sadu[1], Satyam Gawande[2], Ganesh Sahu[2], Ameya Khadke[2], Yash Chaudhari[2], Pratham Tekulwar[2]

[1]*Assistant Professor, CSE, RCERT, Maharashtra, India*
[2]*Student, CSE, RCERT, Maharashtra, India*

Abstract

In the rapidly evolving digital landscape, real estate transactions are increasingly moving online, necessitating robust, user-friendly, and secure platforms for property dealing. This research paper presents the design and development of a web-based property dealing system *that streamlines the buying, selling, and renting of real estate properties. The proposed platform enables users to browse listings, post properties, interact with agents or property owners, and complete transactions through a centralized portal. Key features include property categorization, location-based search, user authentication, secure data handling, and real-time communication tools. The system leverages modern web development frameworks and database management to ensure scalability, performance, and a seamless user experience. The study also evaluates the system's effectiveness through usability testing and discusses its potential to transform traditional real estate practices by enhancing transparency, accessibility, and efficiency.*

Keywords: *Property Dealing, Real Estate Web Application, Online Property Management*

1.Introduction

The real testate sector, which has long been defined by paper and manual processes, is today witnessing a massive digital transformation as part of the current wave of technological revolution. As online tools increasingly redefine businesses, real estate platforms are becoming increasingly important in streamlining property transactions with increased speed, transparency, and convenience [1]. In a report by Deloitte, it is noted that 58% of real estate firms have invested more in digital solutions since 2020 as they sought to automate operations and enhance customer interactions [2]. Even with this progress, there are different core operate in property dealing—like listings management, client-agent communication.

These functions include:

Despite all this advancement, several key functions in property dealing—like listings management, client-agent communication, documentation handling, and transaction monitoring—continue to be inefficiently or unautomated [3]. According to a study by the National Association of Realtors (NAR), only 7% of real estate companies utilize fully automated systems, while 68% continue to depend on a combination of digital and manual systems [4]. Further, customer expectations are changing rapidly. In a 2023 survey conducted by PwC, 74% of property seekers stated that they prefer using a single online portal that allows them to search, negotiate, and finalize deals without needing in-person visits [5].

2.Related Work

Aim

The primary objective of this project is to take the real estate sector online and facultative assets business participant to learn from the web. Site serves as an interface between Individuals and tenants. Here the user will promote his property for sale or for purchase. Site offers internet real-estate service related to serving you make smart and income-generating decisions related to buying, selling, renting and leasing of properties, in India. We will offer a fresh new method to our esteemed users to search for properties to purchase or rent, and advertise their properties for sale or lease. Property promises to be for most sought-after way of discovering your ideal property and we are dedicated to help you make a smarter property choice, either as a buyer or a seller. We like to understand the needs and worries of Individuals, Brokers and Builders and provide them a common platform for realizing most benefits and security from real-estates. The search is facilitated by number of bed rooms, number of Wash

rooms, price, area, city, plot size, type of property etc. Put in your search criteria and press the SEARCH button to display the matching property. Once you press the search button the property advertised are going to be displayed. Provide a better real-estate service by simplifying, quickening, making secure and more additional accurate to seek out the buyers for your precious property. We tend to make our customers convenient to use and together we will hold a genuine relationship with the customers, brokers, sellers of properties.

- Real Estate Company: This includes study on however the Real Estate business is being done process involved and opportunity that exist for improvement.
- General customers furthermore the company's employee will be able to use the system effectively.
- Web-platform implies that the system is going to be accessible for access 24/7 except once there is a brief server issue that is predicted to be taken.
- Existing Systems: This involves learning the present systems and learning their weakness thus developing a brand new system to cater for the challenges the native and world domains faces when addressing with house rental problems.

3.Literature Survey

The real estate sector has seen an increasing digitalization over the last few years due to the pressure for efficiency, transparency, and better user experience. With the complexity of property transactions on the rise, technologybased solutions remain in high demand.

One of the most prevalent methodologies used in contemporary web-based system development is Agile with Scrum, which encourages iterative advancement, cross-functional teamwork, and frequent feedback loops. Schwaber and Sutherland (2020) highlight that Scrum excels in highly dynamic environments where requirements are in a state of constant change, like user-focused platforms such as real estate web applications [6]. The flexibility of this methodology enables ongoing improvement through real-time user interaction, facilitating greater convergence of the product and end-user requirements.

A. Users of property platforms, as per a report released by Real Estate Technology Weekly (2023), look for the functionalities of instant access to property listings, built-in chat systems, and authenticated information. The survey reported 73% of users looking for real-time responsiveness and 68% seeking property filtering capabilities through price, location, and features [7].

B. A research paper by Zhang et al. (2022) examined the use of AI and machine learning in real estate platforms, observing an increasing trend towards smart recommendation systems that offer personalized property recommendations based on user activity and interests. Their research indicates that platforms that use predictive analytics see as much as a 30% increase in user activity, highlighting the importance of data-driven personalization in improving customer satisfaction [8].

C. In the same vein, Singh and Mehta (2021) pointed to the significance of blockchain implementation in property platforms, especially for secure digital contracts and open transaction histories. Their studies showed that platforms using decentralized ledgers not only curbed fraud but also established more solid user trust, especially in cross-border property investments .

4.Challenges/Problems and Solutions

- **Challenges that arises before Property Dealing Web**

• Lack of Transparency and Trust Deficits:

Despite regulatory measures, transparency remains a concern. Buyers often encounter challenges in verifying property details, ownership, and legal clearances, leading to skepticism about the authenticity of online listings.

1. Incomplete or Misleading Listings: Some online property listings lack essential details like clear ownership information, legal approvals, or accurate pricing. This makes it hard for buyers to trust the information presented.

2. Opaque Ownership Records: In many areas, land records are not digitized or easily accessible. This makes verifying the true owner of a property challenging, increasing the risk of fraud.

3. Limited Disclosure Requirements: Sellers might not be legally obligated to disclose all issues related to the property, such as existing disputes or pending dues. This lack of transparency can lead to unpleasant surprises for buyers.

4. Inconsistent Regulatory Enforcement: Although regulations like the Real Estate (Regulation and Development) Act (RERA) exist to promote transparency, their implementation can vary across regions, leading to gaps in enforcement.

- **Challenges in Property Valuation :**

Determining the accurate value of a property is complex, influenced by factors like location, infrastructure, and market demand. Inaccurate valuations can mislead buyers and sellers, leading to mistrust in the platform's credibility.

1. Lack of Standardized Valuation Practices :In India, there is no uniform method for property valuation across different regions. This inconsistency can lead to varying property values for similar properties in different areas, causing confusion and mistrust among buyers and sellers. citeturn0search0

2. Limited Access to Reliable Data :Accurate property valuation relies heavily on data such as recent sales, rental rates, and property features. However, in many parts of India, this data is either unavailable or outdated, making it challenging to determine a property's true value. citeturn0search0

3. Subjectivity and Bias :Property valuation often involves a degree of subjectivity. Different valuers may assess the same property differently based on their individual perceptions, leading to discrepancies in valuation results. iteturn0search2

4. Market Volatility :The real estate market is influenced by various factors such as economic conditions, interest rates, and government policies. These factors can cause rapid changes in property values, making it difficult to provide accurate valuations. citeturn0search3

Solutions

- Addressing these challenges requires a combination of technological advancements, regulatory reforms, and increased awareness. Here's how:

1. Digitization of Land Records: Implementing comprehensive digital land records can make ownership information readily available, reducing the chances of fraudulent transactions.

2. Blockchain Technology: Using blockchain can create secure, tamper-proof records of property transactions, ensuring that all parties have access to accurate and unalterable information.

3. Mandatory Disclosures: Strengthening laws to require sellers to disclose all relevant property information, including legal clearances and existing disputes, can protect buyers and foster trust.

4. Enhanced Regulatory Oversight: Ensuring consistent enforcement of regulations like RERA across all regions can hold developers and sellers accountable, promoting transparency.

Solutions to Enhance Property Valuation Accuracy

1. Adoption of Standardized Valuation Methods_Implementing uniform valuation practices across the country can reduce discrepancies and build trust among stakeholders. Standard guidelines can help ensure consistency in property valuations.

2. Regular Training for Valuers going training and certification programs for property valuers can enhance their skills and ensure they are up-to-date with the latest valuation methods and market trends**.**

5.Methodology

The design and implementation of the Property Dealing Web Platform were performed based on a disciplined, iterative approach for efficiency, scalability, and usability. The approach followed includes the integration of Agile development techniques along with contemporary UX and web security best practices.

1. Use of Agile Framework

Agile with Scrum methodology was employed to allow for incremental development and iterative incorporation of feedback. The project was broken down into several sprints, each with major components like user login, property management, and search features. Each of the Scrum practices like sprint.

2. Digitization of Land Records

Creating a centralized digital database of land records can provide easy access to accurate and up-todate property information, aiding in precise valuations.

3. Leveraging Technology

Utilizing technologies like Artificial Intelligence (AI) and Big Data analytics can process vast amounts of information to provide real-time and accurate property valuations. These technologies can analyze various factors such as location, infrastructure, and market trends toplanning, daily stand-up, and review of the sprint ensured that the project remained agile and responsive to evolving user requirements [8].

4. Requirement Gathering

Requirements were gathered through direct contact with prospective users, such as property agents, sellers, and buyers. Market research and competitor analysis were also conducted to determine gaps in existing platforms. Cooper et al. state that engaging users early in the development process results in more appropriate sets of features and better user satisfaction [9].

5. System Design and Technology Stack

The platform was designed with a threetier architecture:

- Frontend: Built with React.js for a dynamic and responsive user interface.
- Backend: Constructed with Node.js and Express.js, ensuring effective data management and API.
- Database: MongoDB due to its schema-less nature and scalability, suitable for real estate listing.

6. Module Development

The system was split into core modules:

- User Management: Login/registration secure with role-based access (admin, buyer, seller).
- Search & Filter: Allow users to search property based on filters such as location, price, and type.
- Messaging System: Permit buyers and sellers to directly communicate with an inbuilt chat feature.

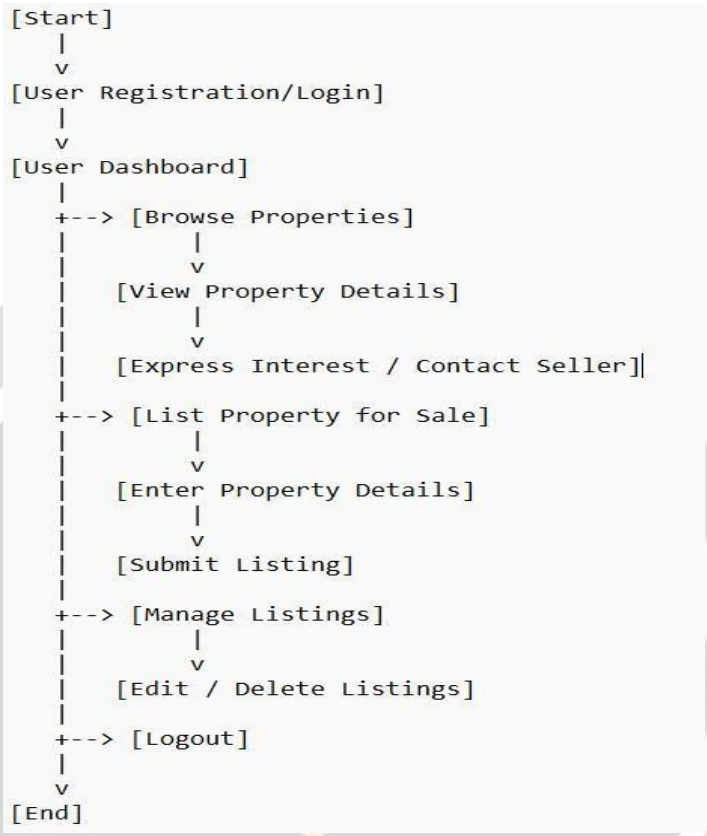
7. Testing and Evaluation Testing occurred in a layer-wise manner

- Unit testing for each module.

•\tReal users' usability testing, following Krug's principles for intuitive web use, was undertaken to determine how user-friendly the system was [11].

6.Activity

Diagram



This activity diagram captures the user flow of a property dealing website, describing how a user would interact with the system from beginning to end. Here's a step-by-step elaborate description of every part of the diagram:

1. Start
   The process initiates when a user uses the platform. This is described by the "Start" node, which indicates the beginning point of the activity.

2. User Registration/Login
   The initial step a user has to perform is either registering a new account or logging into an existing one.

3. User Dashboard
   - Upon logging in, the user is taken to the User Dashboard. This is the main hub from which the user can access various functionalities.
   - The dashboard provides different actions based on what the user wishes to do next. From the Dashboard, the user can select from the following options:
   • Browse Properties
   - Users can browse available properties that are listed for sale.
   -\tThis results in the View Property Details activity where detailed information (images, price, description, etc.) regarding a chosen property is shown.
   • View Property Details
   -\tHere, users can extensively examine a particular property.

-\tIf interested, they can go to Express Interest \t/ \tContact \tSeller \tto \testablish contact with the seller, which may include sending a message, arranging a viewing, or beginning negotiations.

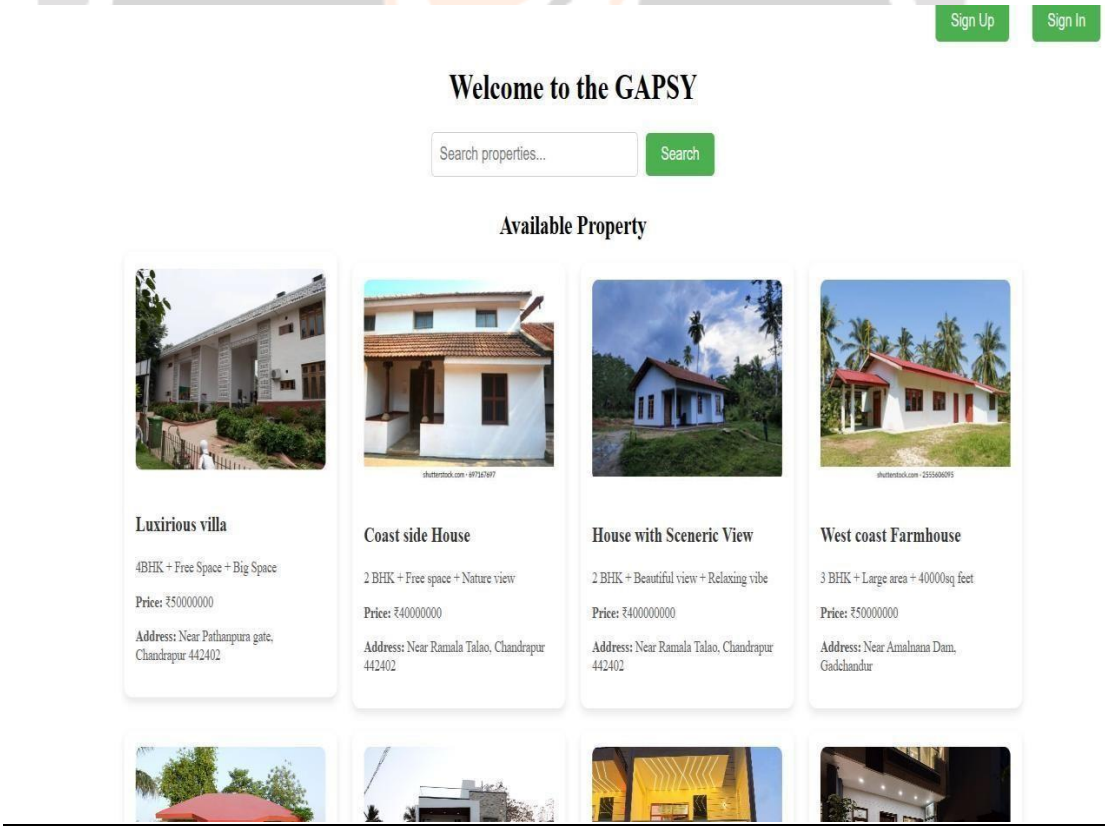
4. List Property for Sale
-\tUsers interested in selling a property can select this option.
-\tThey are referred to Enter Property Details, where they complete a form with details such as location, price, photos, and description.
• Enter Property Details - Once they input the required details, the user proceeds to Submit Listing to complete the process and list the property on the platform.

5. Manage Listings
- This feature allows users to manage the properties they've listed.
- It leads to Edit / Delete Listings, where users can update information for a listing or remove it entirely if it's no longer for sale.

6. Logout
- At any point, users can choose to Logout, safely ending their session.

7. End
- This concludes the user session, either when they logout explicitly or the session times out.

7.Result



8.Discussions

The design of the platform is both user-centric and functionally operational. Its adaptable structure helps in accessibility on any device, and the UI design adheres to contemporary principles of usability, minimizing friction for new as well as experienced users [12].

One of the main challenges was the integration of third-party APIs, such as real-time chat and map-based property searches. These features brought great value but also needed thorough testing and performance optimization to guarantee optimal performance without adding page load times [13].

With regard to cybersecurity, the platform utilizes robust encryption methods, secure authentication mechanisms, and input validation mechanisms to counteract threats like SQL injection and XSS attacks, all of which are essential in safeguarding sensitive user and transactional information [14].

The project is also in line with wider industry trends. A recent Deloitte report found that 58% of real estate firms have made more investment in digital technologies since 2020 in order to enhance customer engagement and operational efficiency [15].

This directly links to the project's focus on modernizing the property transaction process through digital means.
Future Improvements
Although the existing platform is solid, future improvements could include:
•\tAI-Driven Recommendations: To make listings more personalized using user behavior and preference.
•\tConfirmed Listings and Legal Document Uploads: To enhance trust and minimize the risk of fraud listings.

9.Conclusion

The design of the property dealing web application has effectively fulfilled the main goal of providing a centralized, easy-to-use platform for managing real estate transactions. By incorporating important features like safe user authentication, property listings with advanced search and filtering, and interactive map integration, the platform provides an efficient experience for buyers, sellers, and agents.

This project illustrates the critical contribution of online platforms in redefining conventional real estate practices. With increasing consumers turning to online media for property search and transactions, such systems can automate processes, minimize manual intervention, and increase transparency in the process of buying and selling [16]. Moreover, applications of advanced web technologies provide scalability, responsiveness, and performance, which are crucial in the competitive digital age [17].

In the future, the platform has the potential to be enhanced with AI-powered recommendations, authentic listings, and the development of a mobile app. These upgrades will further drive user engagement and confidence, which are in line with international proptech trends [18].

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