Builders Lead

Product UI/UX

Builders Lead is India's first AI-driven lead generation platform that delivers quality leads to builders and helps them close deals faster.

Client Name
Builders Lead

Project Duration
12 months

Estimated Time
1000+ hours

The Challenge

The unprofessional condition of the real estate sector is a crisis

The age-old ways of depending on the middleman and paying heavy amounts

Lack of a well-defined digital manifestation for the real estate sector

Excessive presence of junk leads, making it difficult to find and identify quality leads

Absence of a tool that would allow the sellers to connect with the right people and properties all at one place

01

Research & Findings

Problem

Real estate, being a highly unorganized sector so far needed a system that would channelize communication between the sellers with the right property. They bank on channel partners, agents and in-house marketing teams for lead generation and may not deliver desired results.

Goal

The main aim was to develop a platform that would allow sellers/individuals to connect with the right buyers, view them and connect them into customers with utmost ease, minus the middleman and junk leads.

02

Wireframes

Add User
Dashboard
Lead Management
Lead Management
Lead Management