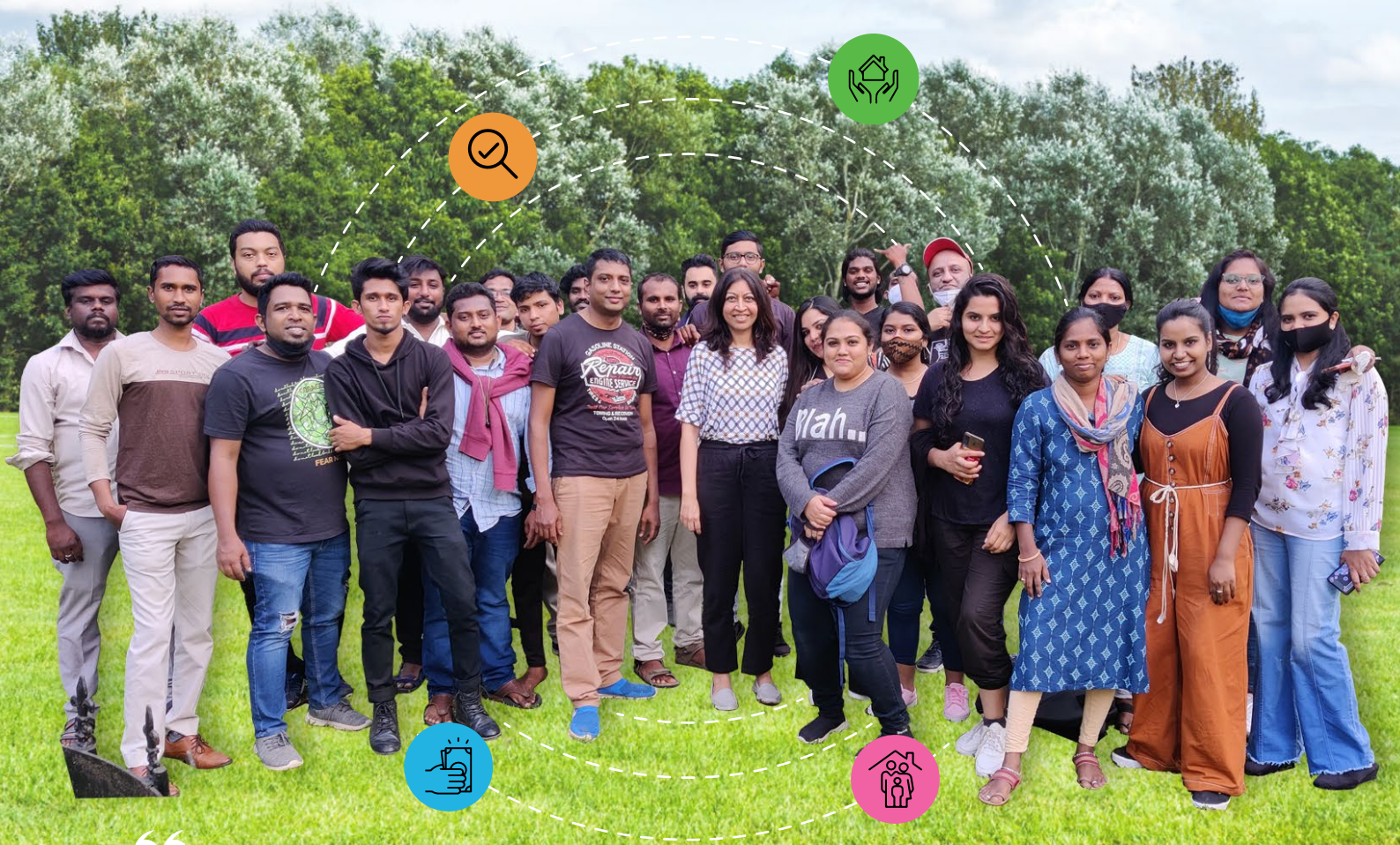


Building a property management business on a low-code platform



We've been using Zoho Creator for over 3 years now, and I can say that, in that time, we've saved close to \$500,000.



Sapna Chandiramani

Co-Founder & Director of PropertyAngel

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About the company

PropertyAngel is an O2O second landlord platform. They are a Bangalore-based proptech company, providing professional housing asset management for individual apartments, villas and houses. Their larger mission is to innovate to simplify & secure real estate affairs. Incorporated in November 2014, they have over **1.5 million square feet** under management, maintain a customer presence across **95 countries**, and a track record of on-time rent distribution of 100%.

Recently, we got to interview **Sapna Chandiramani**, co-founder & director of PropertyAngel, and learn how their team leveraged low-code technology to automate their entire property management business.





**Here's an
excerpt
from our
interview.**

Business model

Can you please explain to us the business model of PropertyAngel?

We simplify the management of investment properties. Say someone lives in US and they have a property in Bangalore. PropertyAngel acts as a second landlord and takes the responsibility of finding tenants, fittings, and fixtures, takes care of legal agreements, and collects rents. We ensure the security of the assets of property owners and help to maximize their returns.



Challenges

What was the problem that you faced?

We were looking to create and maintain a proper database where we could track property owners along with their tenants and payments. One of our biggest challenges was tracking the financial aspect of properties, because we were collecting rent from over a thousand properties. Initially, we tried to solve the problem using Google Sheets, but our business grew to a point where Sheets couldn't scale anymore. We needed a scalable solution.



Solution

We started looking at building an entire in-house solution from scratch. We hired developers to build our entire backend and had started working on an implementation involving MySQL, PHP, etc.. However, when we came across Zoho Creator we decided to drop the MySQL implementation, because Zoho Creator provided immense advantages over traditional development—not only from the time needed to develop it but also from a maintenance and infrastructure perspective. Another reason Zoho Creator was such an attractive solution was because we already used ZohoBooks for our accounting and Zoho Creator programmatically integrated very well with that.

We also evaluated QuickBooks for application development, but we liked the support we got from Zoho. Zoho Customer support is far superior than what we were getting from QuickBooks.

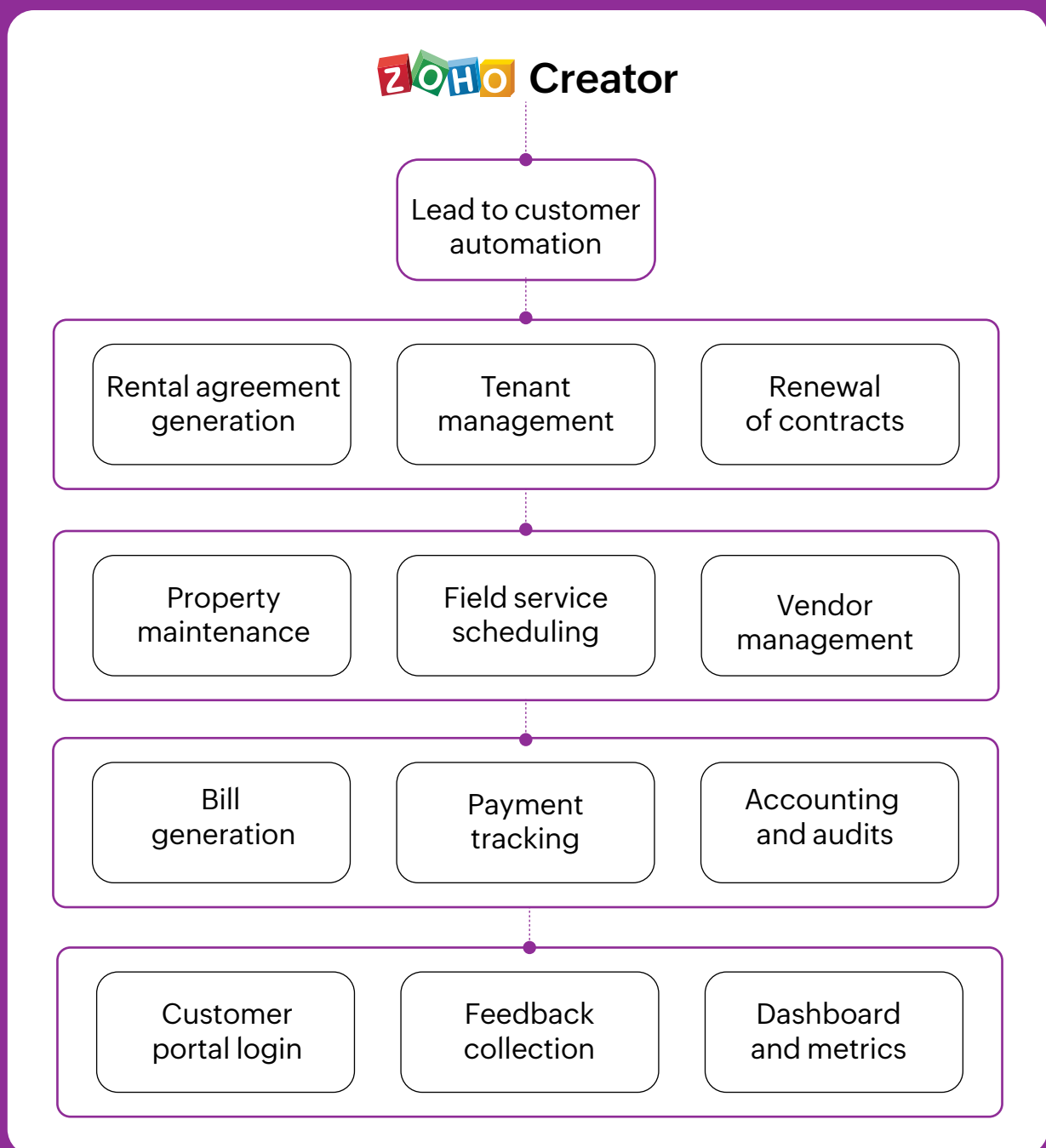
Have you integrated Zoho Creator with any other services?

Yes! We have deeply integrated our Zoho Creator applications with:

- Zoho Books
- FreshDesk
- Google Ads
- Facebook
- MagicBricks
- 99acres
- Exotel

How exactly are you using Zoho Creator for your business?

Our entire business process—from whenever a property owner reaches out to us for managing their property to collecting their feedback—is automated. Using Creator, we've built a complete property management platform, where the following subsystems are managed:





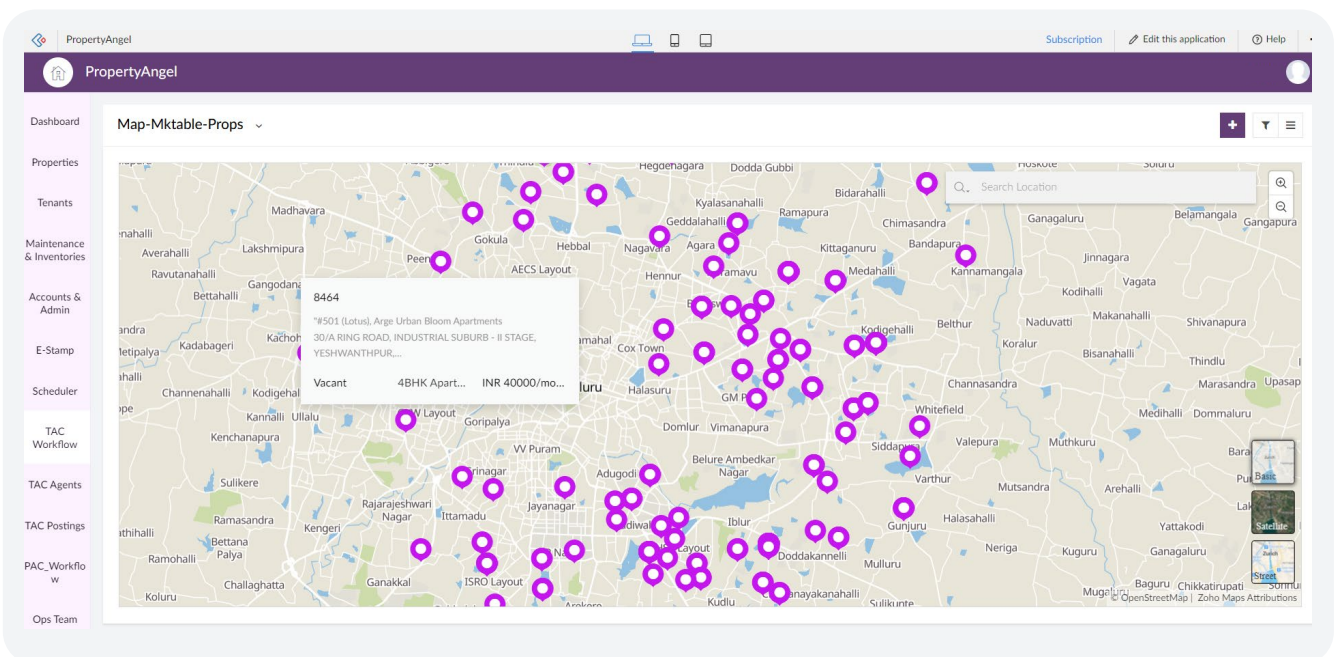
Property acquisition

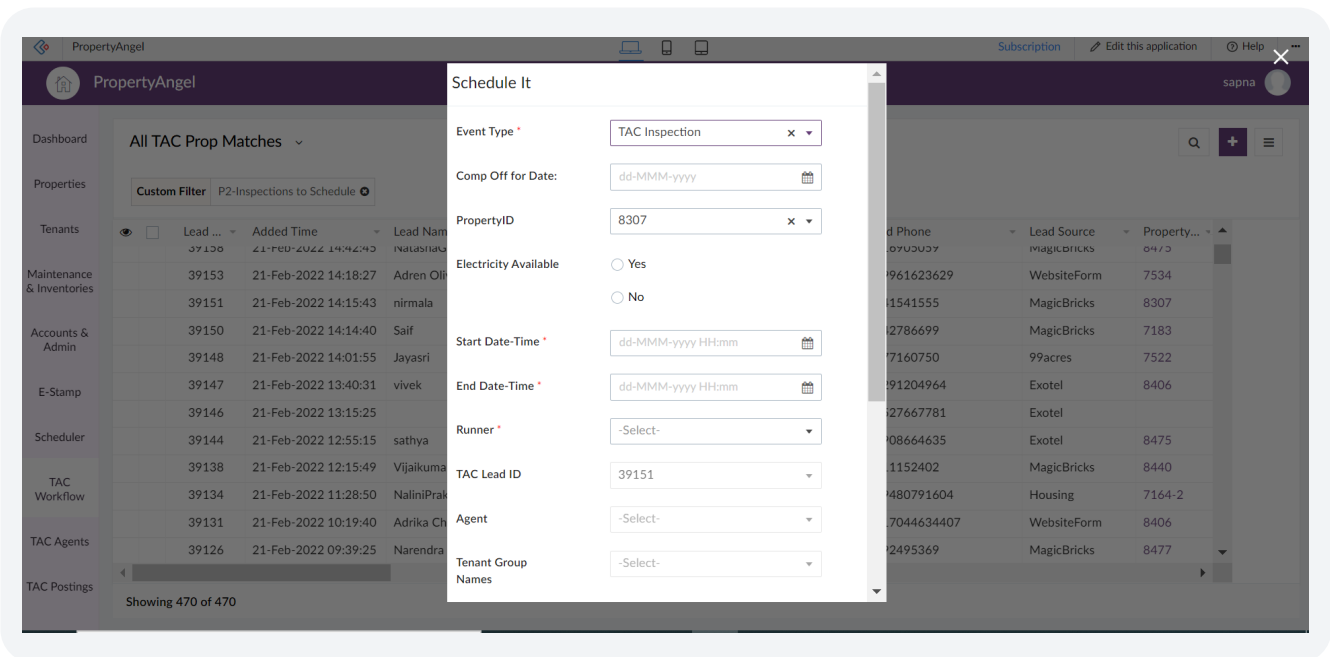
This is a CRM subsystem that we've built, where we capture leads from Google, social media, etc., and maintain the entire cycle until the lead is either converted or lost. Using Zoho Creator's workflows, we were very quickly able to build a pretty sophisticated CRM. This includes automation of reminders to leads, increasing conversions rates, and more.



Properties subsystem

This subsystem handles the entire lifecycle of the properties under management, including the signed contracts, property details, and mapping of the properties in various cities, using Creator's geolocation features.





Accounting subsystem

This is one of our most complex systems and one which has helped us tremendously. We use Zoho Books for our accounting. Accounting in a property management company is complex, as you are collecting funds on behalf of customers and then routing the funds to their respective accounts. With thousands of customers, this starts to get very complex. The entire financial and accounting aspects of our business is automated with Zoho Creator and Zoho Books. With the Creator-Books integration, we've been able to automate the creation and updation of all invoices, bills, customer payments, and vendor payments in ZohoBooks, as well as automate vendor management and generation of monthly customer tax statements in Creator. With this deep integration, a small two-member team is able to handle our entire accounting process, which would otherwise require a much larger team. Also this whole system could have been very error-prone if we hadn't achieved this level of automation. Every month Zoho Creator sends us a list of invoices for which the rents have to be collected, creates invoices in the name of the respective owners, and sends them to tenants.



Tenant subsystem

This system is a mini CRM system that integrates with systems we generate leads from, like the real estate portals MagicBricks and 99acres. It's also integrated with our cloud telephone system. This system tracks our tenants from lead generation to contract signing, their check-in and check-out process, their agreement renewals, and more.

PropertyAngel

Dashboard: Delete, Get Amounts Received, Send Rent Receipt, Print, Export

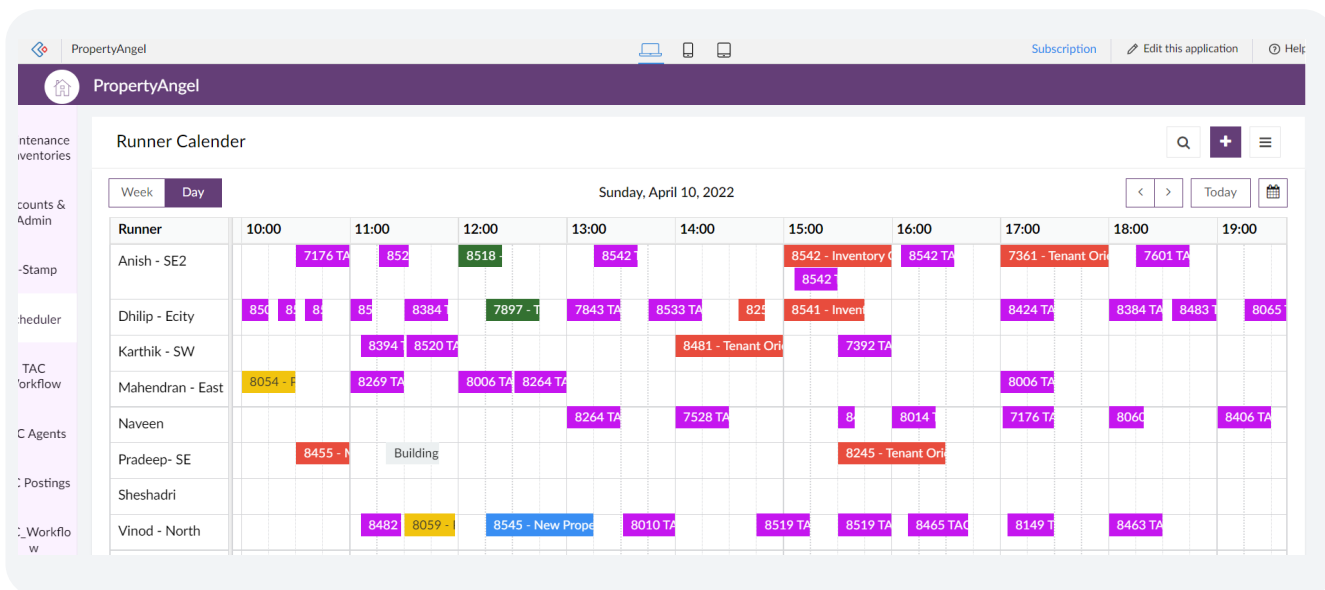
Property ...	Cycle	Expected...	Amount Rec...	Previous Ba...	Balanc...	ZB Invoice Id	Rent Receipt Sta...	Delay Penalt...	Bounce Penalty...
8038	Feb2022	11073.33				1761429000013048023			
7394	Feb2022	15600.00	15600.00	0.00	0.00	1761429000013371037	SENT		0.00
8035	Feb2022	11700.00	11700.00	0.00	0.00	1761429000013267373	SENT	0.00	0.00
7844	Feb2022	11500.00	11500.00	0.00	0.00	1761429000012987121	SENT	0.00	0.00
7896	Feb2022	18667.00	18667.00	0.00	0.00	1761429000013147109	SENT	0.00	0.00
8239	Feb2022	5000.00	5000.00	0.00	0.00	1761429000013142796	SENT	0.00	0.00
7800	Feb2022	14400.00	14400.00	0.00	0.00	1761429000012986037	SENT	0.00	0.00
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<input checked="" type="checkbox"/> 7317	Feb2022	21000.00	21000.00	0.00	0.00	1761429000012656283		400.00	0.00
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7285	Feb2022	25600.00	25600.00	0.00	0.00	1761429000013067224	SENT	0.00	0.00

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Fleet management

Using Zoho Creator's scheduler, we're able to manage our fleet on the street, as well. This was an extremely tedious process before we integrated it with Zoho Creator. Now the system automatically generates events, sends reminders and alerts, and keeps all parties updated about event statuses in real time.



Key management

Using Zoho Creator's QR code scanner, we're now able to seamlessly manage all our property keys, which have a QR code attached to them. So key check-ins and check-outs are now reported in real time, as well.



Customer feedback

Using Zoho Creator's published forms, we can reach out to our customers at every point of their life cycle with us, and check in for feedback.



Customer support systems

We stay connected with customers regularly and keep them updated about their properties using Zoho Creator's automated schedulers and email systems. These then integrate with Freshdesk, which is our customer support tool.



Metrics & reports

Using Zoho Creator's analytics, we've created deep metrics and reports on the health of the overall organization, as well as each system mentioned above.



Results

There was, of course, a huge productivity improvement compared to when we were using Google Sheets! I'm so glad we used Zoho Creator because, if I had to compare it with the alternate of traditional development, I would say that we've saved on the cost of at least two full-time engineers. The cost of just maintaining and enhancing the system would have been exorbitant, given the complexity of the solution we've now built. I also like the fact that Zoho has several different solutions for disparate needs, all of which integrate very nicely together, which is great when you want to put together a complex system like ours.



Careers at PropertyAngel

PropertyAngel is constantly looking for bright minds that can help them take their business to the next level.

Are you interested in joining their team? Please view their open roles and requirements here:

[*https://www.propertyangel.in/careers.html*](https://www.propertyangel.in/careers.html)



About Zoho Creator

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped 13,000+ brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over 25 years of experience in catering to B2B and B2C organizations, we have the best tools in the trade to help you improve your business.

You can get started with Creator [here](#). You can also check out our [prebuilt workflow templates](#) to get started right away.





www.zoho.com/creator

We'd love to talk! Reach out to us:
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