

CONFIDENTIAL PROJECT BLUEPRINT

Foundation Properties

Advanced Product, Business & Technology Plan for a
Service-First Real-Estate Marketplace

Positioning

Everything Real Estate. Simplified.

Prepared

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Status

Strategy & implementation blueprint · v1.0

Executive Summary

Foundation Properties should be an integrated real-estate services marketplace—not another classifieds portal. It will help customers find property, connect with verified professionals, submit project requirements and progress from enquiry to completion under one trusted brand.

Launch recommendation: begin as a curated lead-generation and assisted-matching platform. Prove demand and operational quality before introducing marketplace payments, vendor payouts, internal chat or native mobile applications.

Customers Buyers, sellers, owners, investors and businesses seeking property or expert services.	Professionals Dealers, architects, engineers, designers, contractors and legal consultants.
Operations Staff who verify, approve, match, support and track marketplace activity.	Administrators Authorized users controlling roles, categories, moderation, content and reports.

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1. Vision and Commercial Model

Vision

Create the most trusted local digital destination for a complete property journey—from discovery and verification through design, permissions, construction and renovation.

Brand promise: Everything Real Estate. Simplified.

Buy. Sell. Design. Build. Renovate. Connect with the right verified professionals from one platform.

Strategic differentiation

- **Service-first:** property and professional services receive equal prominence.
- **Curated trust:** listings and professionals are reviewed before publication.
- **Assisted matching:** requirements go only to relevant eligible providers.
- **Local depth:** coverage is organized by city, locality, PIN code and service area.
- **Journey ownership:** the customer returns for several needs across the property lifecycle.

Business objectives

1. Generate qualified property and service enquiries.
2. Build a defensible network of verified local professionals.
3. Create recurring revenue through subscriptions, promotion and qualified leads.
4. Develop valuable local pages that compound organic traffic.
5. Move to transaction revenue only after operating quality is proven.

Revenue models

Model	Application	Timing
Featured listings	Paid placement for approved inventory	MVP/Phase 2
Subscriptions	Enhanced profiles, analytics and lead allowances	Phase 2
Qualified leads	Fee per accepted or exclusive requirement	Phase 2
Commission	Share of booked/completed engagement	Phase 3
Managed consultancy	Valuation, documentation and project support	When operations are ready

2. Users, Services and Journeys

User	Need	Primary conversion
Buyer/tenant	Discover suitable residential, commercial or land inventory	Enquiry, call or visit request
Seller/owner	Reach qualified demand	Listing submission
Homeowner	Design, build, renovate or resolve documentation	Requirement submission
Investor	Evaluate opportunities and returns	Consultation request
Professional	Acquire customers and demonstrate credibility	Verified registration

Service taxonomy

Property Buy, sell, rent; residential, commercial, plots, apartments and industrial.	Architecture Consultation, floor plans, 2D/3D design and elevations.
Engineering Structural design, RCC drawings, inspection and consultation.	Interiors Residential, commercial, kitchen, furniture and turnkey work.
Construction New builds, contractors, renovation, estimation and turnkey projects.	Legal/Government Verification, registry, naksha, permissions and municipal services.

Marketplace journey

Discover → Compare → Submit → Validate → Match → Connect → Follow Up → Close → Review

Property journey

1. Search by location, type, transaction and budget.
2. Apply structured filters and compare results.
3. Review details, gallery, map and listing source.
4. Save, share, call, WhatsApp or enquire.
5. Operations validates and tracks follow-up.

Service journey

1. Select service or describe the project.
2. Provide location, property type, size, budget and timeline.
3. Verify telephone number and contact consent.
4. Match a controlled number of qualified professionals.
5. Track introductions, response and customer outcome.

3. Product Scope

Public platform

Module	Capabilities
Homepage	Positioning, services, search, featured inventory, professionals, proof and calls to action.
Services	Category pages, explanation, relevant professionals, requirement form and FAQs.
Property search	Location, buy/rent, type, price, area, bedrooms, furnishing, possession, amenities and sorting.
Property detail	Gallery, facts, price, description, amenities, map, regulatory data, source and enquiries.
Professionals	Category/location search, verification, experience, specialties, portfolio, rating and contact.
Requirements	Conditional multi-step form, OTP, attachments, consent and reference number.
Content	Guides, localities, FAQs, policies, disclaimers and contact pages.

Customer dashboard

- Email/phone account and profile.
- Saved properties and professionals.
- Enquiries and requirements with status.
- Notification preferences and consent controls.
- Reviews restricted to eligible interactions.

Professional dashboard

- Onboarding and verification checklist.
- Services, locations, experience, availability and portfolio.
- Lead inbox: accept, decline, contacted, qualified, won or lost.
- Property submission for authorized categories.
- Impressions, enquiries, response time and conversion analytics.

Moderated status flows

Property: Draft → Submitted → Review → Changes / Approved → Published → Paused / Expired / Sold

Requirement: New → Validating → Qualified → Matched → Contacted → In Progress → Closed

Avoid uncontrolled lead broadcast. Sending a requirement to too many providers reduces customer trust and vendor value. Begin with small, auditable match groups.

4. Administration and Operations

Roles

Role	Access
Super administrator	Configuration, roles, security, exports and reporting
Moderator	Property, profile, portfolio, review and report queues
Lead manager	Requirement validation, matching, follow-up and outcomes
Content editor	Pages, guides, locations, FAQs and SEO metadata
Analyst	Read-only reporting with restricted personal information

Admin capabilities

- Operational dashboard: pending reviews, new requirements and overdue follow-ups.
- User management, suspension, notes and history.
- Professional document review, rejection reasons and expiry dates.
- Property moderation, duplicate control and revisions.
- Lead assignment, comments, reminders and outcomes.
- Category, location, amenity and form configuration.
- Featured placement, subscription and content controls.
- Audit logs, complaints, exports and retention actions.

Verification standard

A verified badge must correspond to a published policy. Check identity, phone/email, business details, service address, relevant registration/qualification, experience and portfolio ownership. Record reviewer, time, evidence, expiry and rejection reason. Verification is not a guarantee of work quality.

Lead SOP

1. Validate contact and remove spam.
2. Confirm category, location, budget and urgency.
3. Assign only eligible professionals and record selection reasons.
4. Monitor acknowledgement and first response.
5. Collect customer quality feedback.
6. Record won, lost and unresponsive outcomes.

Initial service levels

Activity	Target
Requirement review	Within 2 business hours
Property moderation	Within 1 business day
Professional verification	Within 2 business days
Lead acknowledgement	Within 30–60 minutes in operating hours

5. Experience and Information Architecture

[Properties](#) · [Services](#) · [Professionals](#) · [Post Requirement](#) · [List Property](#) · [Join as Professional](#)

Page hierarchy

- **Properties:** buy, rent, residential, commercial, plots, industrial, city and locality pages.
- **Services:** architecture, structural, interiors, construction, legal, government and consultation.
- **Professionals:** category/location directories and individual profiles.
- **Trust:** verification policy, how it works, support, reviews and safety.
- **Company:** about, contact, terms, privacy and grievance contact.

UX principles

- Design mobile-first for slower networks and one-handed use.
- Keep primary actions visible: enquire, call, WhatsApp or post requirement.
- Show essential facts before long descriptions.
- Clearly label verification, ownership, last update and source.
- Use progressive forms with only relevant fields.
- Preserve filters when returning from a detail page.
- Support lakh/crore display and local land units.

Visual direction

Use an architectural, premium and trustworthy identity: deep green, warm neutrals and restrained gold. Prefer credible property, plan, site and professional photography to generic luxury imagery.

Accessibility

- Target WCAG 2.2 AA.
- Keyboard access, visible focus and sufficient contrast.
- Labelled fields and meaningful validation.
- Accessible galleries, touch targets and reduced motion.

6. Technology Architecture

Layer	Recommendation	Purpose
Application	Next.js App Router + TypeScript	SEO, dashboards and APIs in one codebase
UI	Tailwind CSS + shadcn/ui	Responsive, customizable component system
Database	PostgreSQL via Supabase	Relational data, constraints, search and reporting
Identity	Supabase Auth	Email, OTP, sessions and authorization
Storage	Supabase Storage	Images, portfolios and private documents
Forms	React Hook Form + Zod	Conditional forms and shared validation
Maps	Google Maps + Places API (New)	Autocomplete, geocoding and maps
Communication	WhatsApp links, Resend, MSG91/Twilio	Conversion and transactional alerts
Payments	Razorpay; Route if eligible	Indian payments and future settlement
Observability	Sentry + structured logs	Error and performance diagnosis
Analytics	PostHog + Search Console	Funnels, behaviour and organic growth
Delivery	Vercel + GitHub	Preview deployments, CDN and CI
Testing	Vitest + Playwright	Unit, integration and browser flows



Architecture decision

Start with a modular monolith: public website, portals and admin in one application with clean domain boundaries. This is faster and safer than premature microservices. Extract services only when measured scale or team ownership demands it.

Search and media

- Use indexed PostgreSQL search initially; add Typesense or Meilisearch when scale requires typo tolerance, facets and advanced geo search.
- Generate responsive thumbnails, validate uploads, restrict private files and store media ownership/order explicitly.

7. Data, Security and Quality

Principal entities

Domain	Entities
Identity	users, profiles, roles, role_assignments
Professionals	professional_profiles, services, service_areas, portfolios, verification_documents
Properties	properties, types, media, features, amenities, locations, revisions
Demand	requirements, answers, matches, enquiries, lead_activities
Trust	reviews, reports, moderation_decisions, audit_logs
Commercial	plans, subscriptions, invoices, payments, promotions

Data rules

- Use immutable IDs; phone numbers and slugs are not identifiers.
- Store normalized numeric values while displaying local formats.
- Manage categories and locations as structured data.
- Record consent source, time and policy version.
- Audit creation, edits, approvals, role changes and exports.
- Separate private verification files from public content.

Security baseline

- Server-side authorization for every sensitive action and row-level security.
- MFA for administrators; rate limits and bot/OTP controls on public forms.
- Strict upload validation and expiring URLs for private documents.
- Managed secrets, dependency scanning, backups and restore tests.
- Least-privilege roles and audit trails.

Legal review required: counsel should review privacy, terms, verification language, property disclaimers, contact consent, grievance handling and payment flows before launch.

Quality

Test matching rules, validation, permissions and transitions at unit level; database, authentication, uploads and webhooks at integration level; and search, enquiry, onboarding, approval and lead assignment end to end. Target good Core Web Vitals and graceful failure of third-party services.

8. SEO, Analytics and Growth

SEO foundation

- Indexable property, service, professional, city and locality templates.
- Unique metadata, canonical URLs and social previews.
- Separate XML sitemaps by content type.
- Accurate structured data; never manufacture ratings.
- Redirect/expiry policy for sold and removed listings.
- Editorial guides and strong contextual internal links.

Analytics events

Measure search, filters, result views, property/professional views, call/WhatsApp clicks, enquiry starts/completions, requirement starts/completions, registrations, submissions, lead acceptance and final outcome.

Landing → Search/Service → Detail → Contact Intent → Verified Lead → Response → Qualified → Won

Launch supply

A marketplace appears empty without credible supply. Before launch, prepare approved professionals, strong property listings, complete service pages, locality content and FAQs for the initial geography.

Growth loops

- Professional portfolios create useful search pages.
- Inventory strengthens locality coverage.
- Completed work creates verified reviews and referrals.
- Requirement data identifies gaps in service supply.

9. Roadmap, Team and Estimates

Phase 0 — Discovery and design (2–3 weeks)

- Business rules, launch geography and service scope.
- Journeys, sitemap, wireframes and visual system.
- Data model, moderation policy and analytics plan.
- Architecture, environments and prioritized backlog.

Phase 1 — Professional MVP (8–12 weeks)

- Marketing site, service catalogue, property search and details.
- Professional directory, profiles and onboarding.
- Requirements, enquiries, authentication and basic dashboards.
- Admin moderation, matching and lead operations.
- SEO, notifications, analytics, testing and release.

Phase 2 — Growth (6–10 weeks)

- Advanced matching, lead workflows, reviews and saved searches.
- Map discovery, richer locations and notifications.
- Subscriptions, promoted visibility and professional analytics.

Phase 3 — Transactions (after validation)

- Appointments, quotations, compliant collections and settlements.
- Commission, invoices, refunds, milestones and disputes.
- Internal chat only if research proves demand.

Team

Role	Responsibility
Product owner/domain lead	Decisions, operations and acceptance
Product/UX designer	Research, flows, design system and validation
Senior full-stack engineer	Architecture and core delivery
Full-stack/front-end engineer	UI, workflows and integrations
QA engineer	Test planning, automation and release quality
SEO/content specialist	Templates, launch content and organic readiness
Operations lead	Verification, supply and lead SOPs

Estimates assume one geography, responsive web, managed cloud services, prompt feedback and no vendor-settlement system in the MVP. Final schedule and cost require approved designs and acceptance criteria.

10. Risks, Metrics and Immediate Actions

Risk	Mitigation
Launching every category at once	Start with one geography and a focused service set
Duplicate/poor inventory	Moderation, expiry, source verification and deduplication
Low-quality lead distribution	Validation, limited matching and feedback scoring
Ambiguous “verified” badge	Publish exact criteria and limitations
Premature marketplace payments	Lead-generation first; obtain legal/provider review
Customer data leakage	Controlled disclosure, consent, authorization and audit

North-star metric

Qualified customer requirements successfully connected to an eligible professional within the target SLA.

Supporting metrics

Area	Measures
Demand	Qualified requirements, enquiries, organic traffic, repeat visitors
Supply	Verified active professionals, listings, geographic coverage
Liquidity	Match rate, time to response, provider acceptance
Quality	Spam, complaints, satisfaction and verified reviews
Commercial	Lead-to-win, revenue/provider, retention and acquisition cost
Technology	Availability, Web Vitals, errors and deployment frequency

First 30 days

Week	Outcome
1	Confirm geography, categories, business model and stakeholder findings
2	Approve journeys, sitemap, verification and lead procedures
3	Complete wireframes, visual direction, schema and architecture
4	Validate prototype, backlog, delivery estimate and kickoff readiness

Final recommendation

Next.js + TypeScript + Tailwind/shadcn + Supabase/PostgreSQL + Google Maps + Razorpay + Vercel.

Foundation Properties should launch as a curated, operations-enabled marketplace. Its durable advantage will come from trust, structured local information and reliable matching—not from the number of features shipped.

References: nextjs.org/docs/app · supabase.com/docs/guides/auth · developers.google.com/maps/documentation/places · razorpay.com/route · vercel.com/docs/frameworks/full-stack/nextjs

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